

To: All SJI, TNGC Team members
From: Marketing Team
Re: **July Online Story Contest**
Bestie bonds through thick and thin
Date: July 1, 2024

Greetings everyone!

It's the friendship season, a moment to appreciate our best friends. We all have those friends who've been there through thick and thin, the ones who taught us to be strong, adventurous, and believe in ourselves. It's time to acknowledge those memories and give our friends with the appreciation they deserve by encouraging our clients to join our Friendship month online story contest.

Please see the details below and share the good news to our dear clients, family, and friends:

WHAT: “Sparkling Connections: Bestie bonds through thick and thin”.
WHEN: July 1, 2024 –July 15, 2024 (Submission of entries)
ANNOUNCEMENT: July 19, 2024 (Winner to be announced on our Social Media postings)
HOW:

1. Mechanics

- The online story contest is open to all audience. They must be a follower of our social media platforms which includes Facebook & Instagram.
- Employees and relatives up to third consanguinity of SJI and other affiliated companies are not allowed to join the contest.
- The participant must comment on the main post of the contest with a photo of a special moment with their best friend, entry must include a brief ***story about a time they faced challenges together and how they overcame it*** (brief story must be 150-300 words only).
- Participant must tag their best friend and their 5 friends on their comment.
- The main post of the online story contest full details will be posted in our official FB Page.

2. Prize

- The participant will get a chance to receive a **Bestie Adventure Treat** to enjoy with his/her best friend. The best friend will also receive a cake from us.

3. Awarding of Winner

- Awarding of the winner will be done in the store which is closest to the participant.
- If there is no Sophia Jewellery branch in the winners' location, the awarding will be conducted via Zoom.

For any questions or concerns regarding the contest you may contact M’ Chang Laran at 0917-7957-505.
Thank you.



Darlyn D. Espiritu
Marketing Director