

To: Sales Team
From: Marketing Team
Re: **Special Promotion on Lucky Charms Collection**
Date: January 11, 2022
CC: CBB, SC, HR, ACCTG, MIS, AUDIT

New Year, New Beginning! Let us welcome 2022 with Sophia Jewellery's Lucky Charms Collection. Please share the good news among your family and friends.

WHAT: **Special Promotion on Lucky Charms Collection**
"Lucky Charms, Lucky You"

WHEN: **January 15 – 31, 2022**

WHERE: All Sophia Jewellery Outlets

WHO CAN JOIN THE PROMO: All clients Mindanao-wide

HOW:

I. Mechanics:

1. Identified Lucky Charms collection will have a **35%** discount from January 15 to 31, 2022 only. Items and allocation will be provided by Supply Chain in coordination with Marketing.
2. Delivery of collection items will be done by Supply Chain.
3. These items will not be included in the rotation and will remain on display until the end of the highlight period.
4. The Lucky Charms collection that is currently available in the stores will be displayed and included in the promotion.
5. Place the promo code **#22LC** in the remarks tab and OR for auditing purposes.

B. Awareness:

1. **POS Material** - Starting on Jan 15, 2022, we will have a separate VM display for the identified lucky charms to highlight the collections. Lucky Charms POS material/card will be used to highlight the display. Pls see below photo for reference. Display will depend on your available items.



For outlets with 1 Piyao



For outlets with 2 Piyaos



For outlets with no Piyao

2. Wearing of RED SALE shirt – The red SALE shirt will be worn during the Payday Sale on January 14-16 and January 28-31, 2022. Please check memo MKTG0521-0172 for additional information on the guidelines for wearing red sale shirts.

3. Text Brigade – Text blast brigade via CRM and EC will be sent to the clients.
“Good news Ma’am/Sir _____! Feel lucky with Sophia Jewellery’s Lucky Charms collection available in all stores. Get a special discount on a limited time only. Visit the nearest outlet Now and be the Lucky You! See you!

4. Intercept – EC will intercept clients using the SALE sintraboard and can use this introductory spiel for reference. *“Good day Ma’am Sir, welcome to Sophia Jewellery! Meron po kameng limited edition Lucky Charms Collection. Makaka avail po kayo ng special discount sa mga items natin na pampaswerte for this year. (show items to client)*

5. Social media Ads/Posting – The Marketing team shall schedule FB posting/ads/my story, Viber and Instagram posting as an additional awareness online. We will be sending an online poster to our partnered mall’s social media account.

6. Newspaper Ads- We will place ads to feature the Lucky Charm Collection special promotion in our partnered newspaper.

In line with this, we are also expecting to receive the following from you:

- a. On January 18, 2022, send photos of the lucky charm collections VM display to M’ Ina at icramirez@sophiajewellery.com, cc.sophia.cmveloso@gmail.com and sophia.ddespiritu@gmail.com.
- b. M’ Colleen and M’ Ina will do a phone debriefing on January 21 and January 28, 2022.

For any concerns and feedback regarding the promotion, please feel free to contact M’ Colleen Veloso from Marketing department at 0917-795-7460.

For your information and guidance.

Thank you


Darlyn D. Espiritu
Marketing Director

