

To: Sales Team
From: Marketing Team
Re: **2024 Graduation Day Sale**
Date: May 24, 2024
CC: SC, HR, ACCTG, MIS, AUDIT

Greetings!

Graduation is a momentous milestone, reflecting years of commitment, effort, and resilience. As this achievement opens the door to new adventures, Sophia Jewellery is excited to celebrate and honor this special occasion with our exclusive Graduation Sale.

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

WHAT: **Graduation Day Sale**
“Honoring Your Shining Milestone.”

WHEN **June 1 – June 30, 2024**

WHERE All Sophia Jewellery outlets and Website

WHO CAN JOIN THE PROMO: All clients Mindanao wide

HOW:

A. Mechanics

1. Special Discount on necklaces and pendant

- 1.1 Clients can avail a special 35% discount on all regular gold necklace and pendant items except rematado, made to order, consignment, and overage Jewelry.
- 1.2. Promo is open to the following transactions:

Cash	<input checked="" type="checkbox"/>	G-cash	<input checked="" type="checkbox"/>	HC Pay	<input checked="" type="checkbox"/>
Debit Card	<input checked="" type="checkbox"/>	G-gives	<input checked="" type="checkbox"/>	Hulug-Hulugan	<input type="checkbox"/>
Credit Card (straight)	<input checked="" type="checkbox"/>	G-Paybills	<input checked="" type="checkbox"/>		
		Maya	<input checked="" type="checkbox"/>		

- 1.3. Additional discounts can no longer be given on top of this.
- 1.4. For auditing purposes, enter the promo code **#24GS** in the remarks section.

2. Special Promo on College Ring

- 2.1 Clients who purchase a college ring and pay in full during the promo period will receive a free limited edition “Honor Your Story” Journal.



B. Awareness

1. Promotion Collateral

- a. Starting June 1, collaterals will be replaced with the Graduation Sale.



2. Text Blast Brigade – Text blast brigade via CRM and EC will be sent to the clients.

“Graduation is the time to honor your shining milestones. Reward yourself or your loved ones for all the hard work and accomplishment. Sophia Jewellery offers timeless pieces as a symbol of success. Get a gift now at any Sophia Jewellery branch near you!”

3. Intercept – EC will intercept clients and can use this introductory spiel for reference.

“Hello Ma’am/Sir! Welcome to Sophia Jewellery! Since Graduation time po ngayon, eto yung tamang time para regaluhan sila ng jewelry as a symbol of their success. Meron po kaming Graduation Sale ngayon for all necklaces and pendant. (show all the necklaces & pendants & discuss the savings from the discounts) Aside from that, meron din po kaming special promo for College ring. Kung mag-full payment po kayo within the month meron pa po kayong freebies na matatanggap from us. (explain the mechanics)

4. Social media Ads/Posting – The Marketing team shall schedule FB posting/ads/my story, Viber and Instagram posting as well as online poster to our partnered mall’s social media account for additional awareness.

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

- a. As a reference of documentation, photos of the store, along with the EC/SIC must be sent to marketingdnmin@sophiajewellery.com and cc maaabella@teamtngc.com and sophia.ddespiritu@gmail.com on June 2, 2024.

For any concerns and feedback regarding the promotion, please feel free to contact M’ Mary Ada Abella from the Marketing team at 0917-795-7460.

Thank you.

A handwritten signature in black ink, appearing to read 'Darlyn D. Espiritu'.

Darlyn D. Espiritu
Marketing Director