

To: Sales Team
From: Marketing Team
Re: **9.9 SUPER Shopping SALE**
Date: September 8, 2022
CC: CBB, SC, HR, ACCTG, MIS, AUDIT

Greetings!

To boost our sales for the month, we are excited to inform you that we will be holding our first 9.9 SUPER Shopping SALE on September 9, 2022 only. The 9.9 SALE will help drive more walk-in and transactions.

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

WHAT: 9.9 SUPER Shopping SALE
WHEN: September 9, 2022
WHERE: All Sophia Jewellery outlets

HOW:

A. Mechanics

I. Discount

- 1.1 All Clients can avail 35% discounts in all Gold & Diamond Jewelry except consignment, made to order items, rematado and forever sale items.
- 1.2 Promo is open to Cash, Gcash, and Debit Card transactions only.
- 1.3 Additional discounts can no longer be given.
- 1.4 Promo will run in all Sophia Jewellery outlets.
- 1.5 For auditing purposes, enter the promo code #22SS

B. Awareness

- 1. **Text Blast Brigade** – Textblast will be done through CRM and EC’s
“Good news! We are excited to inform you that you can get an additional discount if you purchase from any Sophia Jewellery stores on September 9. You can choose from our variety of items. Hurry and take advantage of the limited time offer on September 9 only!
- 2. **Intercept**- EC’s can use this spiel. SALE sintraboard will be used during the Intercept.
“Good day mam/sir, Meron po kaming 9.9 Special Sale and discount for you just for today lang po. Pasok po kayo sa store maam para makita nyo po ang mga items namin (show clients items on display)
- 3. **Social Media Ads/Posting** - The Marketing team shall schedule FB posting/ads/my story, Viber and Instagram posting.

- In line with this, we are also expecting to receive the following from you:
- a. As a reference of documentation, photos of clients who purchased during the special sale, along with the EC/SIC must be send to Ma’am Mylene at marketingadmin@sophiajewellery.com , cc M’Colleen at sophia.cmveloso@gmail.com and sophia.ddespiritu@gmail.com on September 10, 2022.
 - b. Debriefing will be done by Ma’am Colleen via phone call on September 16,2022.

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

Thank you.


Darlyn D. Espiritu
Marketing Director