

To: Sales Team

From: Marketing Team

Re: **APRIL - SALUTE SALE**

Date: March 26, 2022

CC: CBB, SC, HR, ACCTG, MIS, AUDIT

Good new everyone!

We are excited to announce our first **Salute Sale**, which is open to all women and men in uniform. Sophia Jewellery is offering an exclusive promotion to honor the commitment and dedication of our hardworking women and men in uniform who risk their lives every day to protect our community in this uncertain time.

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

**WHAT:** **SALUTE SALE**  
**“Honoring our uniformed women and men”**

**WHEN:** **April 1 – 30,2022**

**WHERE:** All Sophia Jewellery Outlets

**WHO CAN JOIN THE PROMO:** All uniformed women and men

**HOW:**

**A. Mechanics**

- 1. The promotion is exclusive to all men and women in uniform from the Philippine Army, Philippine Navy, Philippine Air Force, PNP and Philippine Coast Guard, whether in the field or in the office.
- 2. Clients can avail a special 35% discount on all regular items except for rematado, consignment & overage.
- 3.The client must present a valid ID that shows his/her profession as a man or woman in uniform.
- 4. Promo is open to all cash, debit card and credit card transactions (straight payment only).
- 5. Additional discounts can no longer be given on top of this.
- 6. Store EC’s must validate the identification of the client and input the ID number in the system. EC’s should update also the profession of the client in the system if needed.
- 7. For auditing purposes, input the promotional code #22MIU in the remarks tab.

**B. Awareness**

- 1. **Collaterals** - Starting April 1, all Wedding Ring Sale collaterals, including tarpaulin and poster, will be replaced with the SALUTE Sale collaterals



- 2. **Balloons** – Starting April 1, all outlets will be decorated with gold metallic balloons, which will be displayed in a balloon stand.



**3. Wearing of RED SALE shirt** – The red SALE shirt will be worn every Friday, Saturday and Sunday from April 1 - 30, 2022. Please see memo **MKTG0521-0172** for reference on guidelines.

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

*“Good news Sir/Mam! We are very grateful to you for your courage and commitment to keeping us safe. As a way of saying thank you, we are having a SALUTE SALE starting on April 1. Enjoy big discount on any item and reward yourself for your hard work. Don't forget to bring your identification. Come see us today!”*

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

*Good afternoon, Ma'am/Sir, pwede po ba naming malaman ang occupation nyo? (MIU) Saktong sakto po ma'am meron po kaming SALUTE Sale ngayon, pwede nyo po itong ipang reward sa sarili nyo. Makaka avail po kayo ng exclusive discount para po sa inyo. You deserve to reward yourself po.*

**6. 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.

**7. Newspaper Ads** - We will place ads to feature the SALUTE Sale announcement in our partnered newspaper.

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

- a. As a reference of documentation, photos of store, along with the EC/SIC must be send to M'Ina Ramirez at [icramirez@sophiajewellery.com](mailto:icramirez@sophiajewellery.com), cc [sophia.cmveloso@gmail.com](mailto:sophia.cmveloso@gmail.com) and [sophia.ddespiritu@gmail.com](mailto:sophia.ddespiritu@gmail.com) on April 4, 2022.
- b. M' Colleen and M'Ina will do a phone debriefing on April 9, 16, 23, 30, 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

