

MEMORANDUM

To : OPERATIONS, AUDIT, MARKETING
Date : JUNE 22, 2022
Subject : AMENDMENT OF MARKETING COLLATERAL GUIDELINES

This is to amend the Marketing Collateral Guidelines released by Marketing Department last March 15, 2021.

GUIDELINES ON MARKETING COLLATERALS

1. SALE COLLATERALS

a. SALE BANNER

Branches are not allowed to display or put sale banners during regular days or regular sales (i.e., Mother's Day/Father's Day Sale and others).

Newly opened branches are not allowed to display any sale collaterals; instead, please use the 'opening specials' banner.

Display of sale banners is only allowed during 3 days (the most 5 days) of mall sales and festival sales (i.e., Higalaay, Pinagbenga, Sinulog festival) unless instructed by the Marketing Department. Once posted, please do not forget to update the DTI permit number and promo duration of the sale.

b. HANGING BANNERS

The use of hanging banners during a sale is no longer allowed.

c. BALLOONS

The use of balloons is still allowed only during the sale period (this must be removed immediately on the night of the last day of the sale. Color allowed is the mix of BLUE and WHITE balloons only. NOTE: You must request approval for the budget of balloons from Marketing before purchasing the balloons.

d. DISCOUNT TAGS

Discount tags must only be displayed during the duration of the approved sale and must be removed on the exact end date of the sale.

2. PROPER DISPLAY OF THE MONTHLY POP

A branch is only allowed to use the MONTHLY PROMO POP provided by Marketing Department; if you receive an incomplete set of the monthly promo, kindly inform us immediately so we can send it right away. Please be reminded that you are given until the 5th day of every month to comply with the display of the monthly promo POP. Not displaying the said POPs on the 5th day of the month will make you liable for non-compliance.

If you want to double display the promo pieces in different areas, this is allowed, but you need to request another POP. Both displays must have corresponding monthly POPs.

Failure to comply with these guidelines will be automatically penalized. Please refer to the Memorandum of Amendment of Marketing Collateral Guidelines sent last February 23, 2022.

3. NEW FRAMES/SUNGLASSES / READING GLASSES

All new items must be displayed as soon as the item arrives; you do not have to wait for the brand tags or images before you display them. But please inform the Marketing Department so we can send the branch at the soonest possible time. You may put the NEW small signage on the display so you can highlight the new product/s.



NEW tag is to be placed on the small acrylic holder.

4. USE OF IMPROVISED POPs AND CREATING YOUR OWN

Branches are not allowed to improvise any POP or any marketing collateral. Kindly request from the Marketing Department if you need something, but this will still be subject to approval if it meets the standards.



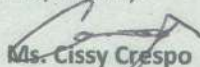
5. DISPOSAL OF OLD POPs/SINTRA AND OTHER MARKETING COLLATERALS

Send photos to the Marketing Department and wait for the approval and instructions before disposal. Old collaterals must not be taken home for personal use. This is not allowed and is subject to disciplinary action.

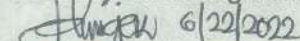
Marketing Head/s, CCO, and Audit will also be on top of this.

For strict compliance and implementation.

Prepared by:


Ms. Cissy Crespo

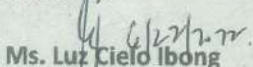
Visual Merchandising Manager


6/22/2022

Mr. Brian C. Bringas

Marketing Manager for In-Store Activations

Noted by:


6/22/2022

Ms. Luz Cielo Ibong

Marketing Group Manager

Approved by:



Ms. Rachelle Uy

EVP for Corporate Operations