

To: Sales Team

From: Marketing Team

Re: **PAGADIAN “PASALAMAT FESTIVAL SALE ‘**

Date: January 12, 2024

CC: SC, HR, ACCTG, MIS, AUDIT

Maayong Adlaw!

The Pasalamat Festival Sale is an annual event observed on the third Sunday of January in Pagadian. In line with the celebration, we will be holding our Pasalamat Festival Sale in all Pagadian stores.

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

**WHAT:** PAGADIAN “PASALAMAT FESTIVAL SALE “

**WHEN:** January 14 - 21, 2024

**WHERE:** All Pagadian outlets only (PGH, PBE)

**HOW:**

A. Mechanics

- 1.1 All clients who make purchases on January 14-21, 2024 can avail the special 35% discount on all regular items. Consignment, Rematado and Forever Sale items are not included.
- 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. Since this is overlapping with the other institutionalized discount only one promo code shall be applied during the promo period.
- 1.4 For auditing purposes, enter the promo code **#24PF**.

B. Awareness

- 1. **Text blast Brigade** – Text blast will be done through CRM and EC’s  
“Good news Pagadianons! Sophia Jewellery will be having their Pasalamat Fest Sale from January 14 - 21 only. Hurry and Visit the closest Sophia Jewellery Pagadian branch to get that beautiful piece of jewelry you've been dreaming of. Visit us NOW”
- 2. **Intercept** - EC will intercept clients and can use this introductory spiel for reference.  
“Good afternoon, Ma’am/Sir, meron po tayong Pasalamat Fest Sale ngayon, and meron po tayong special discounts sa mga regular items for limited time period. Pasok po kayo para Makita nyo mga items namin. You deserve to reward yourself po.”(you can translate it into Pagadian’s dialect)
- 3.**Social media Ads/Posting** - A content poster will be created by the marketing team and will be posted via the respective store's Facebook account (**PGH, PBE**)

- In line with this, we are also expecting to receive the following from you:
- a. As a reference of documentation, you can send us some photos of our clients who availed the promo to sophia.mtfrancisco@gmail.com and cc sophia.cmveloso@gmail.com and sophia.ddespiritu@gmail.com. You may also post it on your respective store’s FB account.
  - b. Debriefing will be done by Ma’am Mylene via phone call on January 25, 2024.

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