

To: Sales Team
From: Marketing Team
Re: **March 2024 Pay Day SALE**
Date: March 11, 2024
CC: SC, HR, ACCTG, MIS, AUDIT

Good News! Pay Day is coming. To make the most of it, get ready for our PAYDAY SALE happening on selected dates in March. Let's seize this opportunity to empower more women!

Please share the good news to our clients, family & friends.

WHAT: Pay Day SALE
WHEN: March 15- 17, 29 – 31, 2024
WHERE: All Sophia Jewellery Outlets
WHO CAN JOIN THE PROMO: All clients Mindanao-wide
HOW:

A. Mechanics:

- 1. Customers can avail a 35% discount on all gold & diamond jewelry except consignment, made to order items, rematado, and forever sale items.
- 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"/>	

- 3. Additional discounts can no longer be given. Since this is overlapping with the other institutionalized discount, only one promo code shall be applied during the promo period.
- 4. Promo will run at all Sophia Jewellery outlets.
- 5. Place promo code **#24PS** on the remarks tab.

B. Awareness:

1. Text Brigade – Text blast brigade via CRM and EC will be sent to the clients.
“Hard work does pay off! This payday, give yourself a wonderful treat. Hurry over to Sophia Jewellery and go get that jewelry you've been eyeing for on our 3-Day Payday Sale from March 15 - 17 Take advantage of the special discount! Visit us NOW!”

Note: Please revise the dates since we'll be having 2 separate activity dates

2. Intercept – EC will intercept clients using the SALE sintraboard and can use this introductory spiel for reference. *“Good day Ma’am Sir, welcome to Sophia Jewellery! Meron po kaming Pay Day SALE ngayon. Makaka avail po kayo ng special discount sa mga items namin. 3 days lang po ito mam/sir kaya take advantage na po. Deserve nyo po regaluhan ang sarili nyo from your salary.” (then offer items)*

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.

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. A debriefing will be done by Ma’am Mylene on April 1, 2024.

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

For your information and guidance.

Thank you


Darlyn D. Espiritu
Marketing Director