

To : Sales Team Leaders
 From : Marketing Team
 Re : **Special Discount for Vaccinated Clients**
 Date : July 14, 2021
 CC : CBB, SOM, ASH, SC, HR, ACCTG, MIS, AUDIT

Greetings from the Marketing Team!

To align with the efforts and campaign of the city to promote a positive response to citizens being vaccinated, we are pleased to announce that Sophia Jewellery will be giving an additional discount to our clients who had been vaccinated. This promotion aims to encourage people to get vaccinated and claim their “bakuna” benefits with us.

Please see the details below and spread the good news to our clients, families and friends:

THEME: “BAKUNA FOR GOLD”
#WeCareAtSophia #LovelsSophia

WHEN: July 15 – August 31, 2021

WHERE: All Sophia Jewellery Outlets

WHO CAN JOIN THE PROMO: All Vaccinated Clients Mindanao Wide

HOW:

I. Promo Mechanics:


- a. Get an additional **5%** discount on all regular items (except rematado, MTO, consignment, sale items).
- b. No minimum purchase requirement.
- c. Valid from July 15 – August 31, 2021.
- d. Valid for **vaccinated clients** who received their first dose and/or the second dose.
- e. Clients may avail of the additional discount for every transaction.
- f. Original COVID-19 vaccination card and a valid ID must be presented by the client upon availing of the additional discount.
- g. **No vaccination card with valid ID, No additional discount.**
- h. Promo is open to Cash, G-cash, Debit Card, Credit Card Transaction straight payment only.
- i. Discount is non-transferable. The presence of the vaccination cardholder is **NEEDED** to avail of the discount. Claiming via authorized representatives will **NOT** be accommodated.
- j. Promo is not valid through Hulug-Hulugan Savings.

II. Procedures:

- a. Client need to present their original COVID-19 vaccination card and a valid ID as proof of identification before the transaction.
- b. EC must validate the details on the vaccination card and the valid ID presented.
- c. After the validation, EC can proceed with processing the transaction.
- d. Official Receipt must indicate “special discount -Vaccinated client” for auditing purposes.

- e. EC should completely fill out the necessary details on the monitoring sheet for recording and auditing purposes. A monitoring sheet will be provided to the stores to record clients who availed of the discount. Please see sample form with details;

STORE : ZKC

		Dosage sequence		Date of Vaccination	ID Presented/Nos	Clients' Signature	EC Name
Date Purchase	Client's Name	1st	2nd				
EX: 15-Jul-21	Colleen Veloso	/		1-Jun-21	SSS -3334370652		Shey

III. Awareness

- Promotion Collaterals** – All outlets will be given a poster that should be placed visibly in the store from July 15 – August 31, 2021.
- Social media Ads/Posting** – The Marketing team shall schedule FB posting/ads/my story, Viber and Instagram posting as an additional awareness online. We will be sending an online poster to our partnered mall's social media account.
- Text Brigade** – Text blast brigade through CRM and EC will be sent to clients.
"It's a Vaccination Celebration! Get Vaccinated and claim your "Bakuna Benefits" from Sophia Jewellery. Get additional discounts on all regular items by presenting your Vaccination Card. Hurry and visit the nearest store. See you!"

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

"Hello Ma'am/Sir, Welcome to Sophia Jewellery! Vaccinated na po ba kayo mam/sir? Meron po kasi kaming special discount for all vaccinated clients. Just present your vaccination card and you can avail of the additional discount sa lahat po ng regular items namin. "

Note: You may translate the spiel according to your client's dialect.

Should you have any concerns with the promotion you may call Marketing team at 991-2956 or M' Colleen Veloso at 0917-7957460.

For your information and guidance.

Thank you.


 Darlyn D. Espiritu
 Marketing Director