

To : Sales Team
From : Marketing Team
Re : **SJI x Lee Plaza Loyalty Card Plus Partnership**
Date : October 16, 2023
CC : CBB, SC, HR, ACCTG, MIS, AUDIT

Greetings!

We are excited to inform you that we collaborated with Lee Plaza Group to be one of their Loyalty Card Plus partners. We will get a chance to tap the existing loyalty card members to own their dream jewelry. With the help of this partnership, we will be able to attract new clients, increase foot traffic and maintain loyalty among our clients.

Please be guided on the following:

A. Mechanics

- 1. Clients can avail 35% discounts on all regular items excluding rematado, consignment, and overaged items from October 16, 2023 – September 30, 2024.
- 2. Clients must present their Lee Plaza Customer Loyalty Card (Royal or Elite) upon payment. Pls see below photo for reference of the loyalty card.



- 3. The discount 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"/>		

- 4. The discount is not convertible to cash.
- 5. The discount is NOT valid in conjunction with other promotions.
- 6. The discount is NOT valid for Hulug-Hulugan Savings payment.
- 7. No additional discounts should be given on top of this.
- 8. For auditing purposes, input code **#LPCL** in the remarks tab.
- 9. The discount applies to **DLC** outlet only.

B. Awareness

- 1. **Collateral** – Tent card will be displayed at DLC as soon as the mall provides the collaterals.
- 2. **Text Blast spiel**
“Good news Ma’am/Sir xxx! Enjoy additional discounts on any regular items when you purchase from Sophia Jewellery using your Lee Plaza Customer Loyalty Card. Hurry! Visit us now at Sophia Jewellery Lee Plaza and choose the best jewelry piece that you deserve. See you!”
- 3. The Marketing team shall provide a content poster that will be used by DLC in the store’s Facebook posting and My story.
- 4. There will be posts on the Lee Plaza Facebook page and LED TV advertisements for additional awareness.

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

Thank you.

Darlyn D. Espiritu
Marketing Director

