

To: Sales Team  
From: Marketing Team  
Re: **2024 HIGALAAY FESTIVAL SALE**  
Date: August 14, 2024  
CC: SC, HR, ACCTG, MIS, AUDIT

Maayong Adlaw!

Higalaay Festival is a patronal festival, every 28th day of August in Cagayan de Oro, Philippines, celebrating the feast day of St. Augustine. In line with the celebration, we will be holding our Higalaay Festival Sale in all CDO outlets to honor the rich history and vibrant community of Cagayan De Oro City.

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

**WHAT:** 2024 HIGALAAY FESTIVAL SALE  
**WHEN:** August 21 - 28, 2024  
**WHERE:** CDO outlet only (CLM/CGM)  
**HOW:**

**A. Mechanics**

- 1.1 All clients who make purchases on August 21 - 28, 2024, can avail a special 35% discount on all regular gold, consignment and diamond items except rematado, made to order and overage jewelry.  
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 For auditing purposes, enter the promo code **#24CHS**.

**B. Awareness**

- 1. Text blast Brigade** – Text blast will be done through CRM and EC’s

*Great news! Sophia Jewellery is celebrating the Higalaay Festival with an exclusive sale from August 21-28, 2024, at our CDO Branch. Visit us to get that stunning piece you’ve been eyeing or find the perfect gift!*

**Intercept** - EC will intercept clients and can use this introductory spiel for reference.

*“Good afternoon, Ma’am/Sir, meron po tayong Higalaay Festival Sale ngayon, and meron po tayong special discounts sa mga regular items for limited period. Pasok po kayo para makita nyo mga items namin. You deserve to reward yourself po.” (you can translate it into own dialect)*

As a reference of documentation, you can send us some photos of our clients who availed the promo to [marketingadmin@sophiajewellery.com](mailto:marketingadmin@sophiajewellery.com) and cc [maaabella@teamtngc.com](mailto:maaabella@teamtngc.com) and [sophia.ddespiritu@gmail.com](mailto:sophia.ddespiritu@gmail.com). You may also post it on your respective store’s FB account.

For any concerns and feedback regarding the promotion, please feel free to contact M’ Mary Ada Abella from the Marketing team on 0917-795-7460.

Thank you.

  
Darlyn D. Espiritu  
Marketing Director