

To: Sales Team  
From: Marketing Team  
Re: **2023 ARAW NG PAGADIAN FESTIVAL SALE**  
Date: June 14, 2023  
CC: CBB, SC, HR, ACCTG, MIS, AUDIT

Maayong Adlaw!  
Pagadianons celebrate the Araw ng Pagadian every June 21 in commemoration of its founding as a chartered city. It is a week-long celebration highlighted by a sports fest, banner raising ceremony, trade fairs, Miss Pagadian beauty contest, and other activities. In line with the celebration, we will be holding our Araw ng Pagadian in Pagadian outlets.

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

**WHAT:** "ARAW NG PAGADIAN FESTIVAL SALE"  
**WHEN:** June 19 - 21, 2023  
**WHERE:** Pagadian outlets only (PGH & PBE)  
**HOW:**

**A. Mechanics**

- 1.1 All clients who make purchases on June 19-21, 2023, can avail a special 35% discount on all regular gold items except rematado, made to order, consignment, 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 Additional discounts can no longer be given on top of this. Since this is overlapping with the Graduation Day Sale and Father’s Day Special Sale, only one promo code shall be applied during the promo period.
- 1.4 For auditing purposes, enter the promo code **#23APG**.

**B. Awareness**

- 1. Promotional Collaterals** – Starting June 19-21, 2023, Fiesta Sale posters will be displayed in **PGH and PBE** outlets.
- 2. Text blast Brigade** – Text blast will be done through CRM and EC’s  
“Good news Pagadianons! Sophia Jewellery will be having our Araw ng Pagadian Sale from June 19-21 only. Hurry and head to Sophia Jewellery Gaisano and Best Emporium branch and go get that jewelry you've been eyeing for. Hurry and take advantage of this limited time offer. Visit us NOW”!
- 3. Intercept** - EC will intercept clients and can use this introductory spiel for reference.  
“Good afternoon, Ma’am/Sir, meron po tayong Araw ng Pagadian Sale ngayon, and meron po tayong special discounts sa mga regular items for limited period. Check nyo po mga items namin mam para makapili kayo. You deserve to reward yourself po.” (you can translate it into own dialect)
- 4. Social media Ads/Posting** - Social Media Ads/Posting - The Marketing team shall schedule FB posting/ads/my story. Pls share it also to stores’ FB 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 [marketingadmin@sophiajewellery.com](mailto:marketingadmin@sophiajewellery.com) and cc [sophia.cmveloso@gmail.com](mailto:sophia.cmveloso@gmail.com) and [sophia.ddespiritu@gmail.com](mailto: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 Colleen via phone call on June 22, 2023.

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

Thank you.

  
Darlyn D. Espiritu  
Marketing Director