

To: Sales Team
From: Marketing Team
Re: "ARAW NG IPIL SALE"
Date: July 18, 2023
CC: CBB, SC, HR, ACCTG, MIS, AUDIT

Maayong Adlaw!

The 74th Araw ng Ipil is a celebration of unity amidst the diversity of culture. In line with the celebration, we will be holding our Araw ng Ipil in IPIL outlet.

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

WHAT: "ARAW NG IPIL SALE"

WHEN: July 22 -31, 2023

WHERE: IBS outlet only

HOW:

A. Mechanics

- 1.1 All clients who make purchases on July 22-31, 2023, can avail the special 35% discount on all regular items. Consignment, Rematado and Forever Sale items are not included.
- 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 Sale and Birthstone Collection, only one promo code shall be applied during the promo period
- 1.4 For auditing purposes, enter the promo code #23ANI.
- 1.5 Promo is open to IBS outlet only.

B. Awareness

- 1. Promotional Collaterals – Starting July 22-31, 2023, Fiesta Sale poster will be displayed in IBS outlet.
- 2. Text blast Brigade – Text blast will be done through CRM and EC’s
“Good news! Sophia Jewellery will be having our Araw ng Ipil Sale from July 22-31 only. Hurry and head to Sophia Jewellery Budgetwise Ipil 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 Ipil Sale ngayon, and meron po tayong special discounts sa mga regular items for ra limited time. Pasok po kayo para makita nyo mga items namin. 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 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 Colleen via phone call on July 31, 2023.

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

Thank you.


Darlyn D. Espiritu
Marketing Director