

To : Sales Team
 From : Marketing Team
 Re : **Special Discount for Newly Registered Voters**
 Date : September 27, 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 encourage the non-registrant voters to register and practice their rights to vote, we are pleased to announce that Sophia Jewellery will be having a promotion exclusively for the Newly Registered Voters only.

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

WHAT: "SPECIAL DISCOUNT FOR NEWLY REGISTERED VOTERS"
WHEN: September 25 - 30, 2021
WHERE: All Sophia Jewellery Outlets
WHO CAN JOIN THE PROMO: All Newly Registered Voters Mindanao Wide
HOW:

I. **Promo Mechanics**

- a. Newly Registered voters can avail of the additional **5% Discount** on all regular items except MTO, rematado, consignment and sale items.
- b. No minimum purchase requirement.
- c. Valid for newly registered voters only, other type of application is not entitled of the additional discount.
- d. Newly Registered voters must present their original New Voters Registration Acknowledgement Receipt with a checkmark on the Registration and a valid ID upon purchase to avail the discount. NO new voters registration acknowledgment receipt, NO discount.

See sample card below

Type of Application		ACKNOWLEDGEMENT RECEIPT		Application No.
<input checked="" type="radio"/> Registration	<input type="radio"/> Transfer with Reactivation	[]		0000000123456789
<input type="radio"/> Transfer	<input type="radio"/> Change of Name/Correction of Entry			This is to acknowledge receipt of your application. Your application is subject for Approval/Disapproval by the Election Registration Board (ERB). You need not appear in the ERB hearing unless required through a written notice. Date of ERB Hearing _____
<input type="radio"/> Reactivation	<input type="radio"/> Reinstatement/Inclusion			
Application for Registration				
Last	DELA CRUZ			
First	SOPHIA			
Middle	LOPEZ			
EO/ Interviewer Signature above Printed Name				

- e. Promo is NOT applicable for Hulug-hulugan savings.
- f. Discount is non-transferable.
- g. Additional discounts can no longer be given on top of this.
- h. Promo is open to Cash, G-cash, Debit Card, Credit Card Transaction straight payment only.

- i. Official Receipt must indicate “special discount- newly registered voter” for auditing purposes.

- j. Input the promotional code for this promotion **#21VR** at the remarks for auditing purposes.
- k. Store must have their own monitoring sheet for the recording of clients who availed of the discount.

II. Awareness

- a. **Social media Ads/Posting** – The Marketing team shall schedule FB posting/ads/my story, Viber and Instagram posting as an additional awareness online.
- b. **Text Brigade** – Text blast brigade through CRM and EC will be sent to clients.
“Good news Ma’am/Sir! You can get an additional discount with Sophia Jewellery just by presenting your New Voters Registration receipt. Hurry and visit any of our outlets near you. See you!”

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

“Hello Ma’am/Sir, Welcome to Sophia Jewellery! Meron po kaming special discount for newly registered voters. Just present lang po yung *New Voters Registration receipt* so you can avail of the additional discount. “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 0917-795-7460.

For your information and guidance.

Thank you.

Darlyn D. Espiritu
Marketing Director