

To: Sales Team

From: Marketing Team

Re: **PANABO “BINULIG FESTIVAL SALE “**

Date: October 11, 2023

CC: CBB, SC, HR, ACCTG, MIS, AUDIT

Maayong Adlaw!

Binulig Festival is the yearly agricultural festival in the city of Panabo, Davao del Norte, every second week of October. In line with the celebration, we will be holding our Binulig Festival Sale in PGS outlet.

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

WHAT: “BINULIG FESTIVAL SALE”

WHEN: **October 14-16, 2023**

WHERE: **PGS**

HOW:

A. Mechanics

- 1.1 All clients who make purchases on October 14 - 16 can avail the special 35% discount on all regular items. Consignment, Rematado and Forever Sale items are not included.
- 1.2 Promotion 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 other institutionalized discount only one promo code shall be applied during the promo period.
- 1.4 For auditing purposes, enter the promo code **#23PBF**.
- 1.5 The promo is open to **PGS** outlet only.

B. Awareness

- 1. Promotional Collaterals** – From October 14 -16 2023, Fiesta Sale poster will be displayed in PGS.
- 2. Text blast Brigade** – Text blast will be done through CRM and EC’s.
“Good news Panaboans! Sophia Jewellery is on Binulig Festival Sale from October 14- 16, 2023. Visit the Sophia Jewellery Panabo Gaisano branch and go get your desired jewelry now. 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.
“Happy Fiesta po, Ma’am/Sir, meron po tayong Binulig Festival Sale ngayon, and meron 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 Panabo’s dialect)
- 4.Social media Ads/Posting** - A content poster will be created by the marketing team and will be posted via the respective store's Facebook account (**PGS**).

In line with this, we are also expecting to receive the following from you:

- a. As a reference of documentation, photos of the Festival sale poster displayed at the outlet must be sent to sophia.mtfrancisco@gmail.com and cc sophia.cmveloso@gmail.com and sophia.ddespiritu@gmail.com on **October 14**. You may also post it on your respective store’s FB account.
- b. Debriefing will be done by Ma’am Mylene via phone call on October 17, 2023.

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

Thank you.


Darlyn D. Espiritu
Marketing Director