

To: Sales Team

From: Marketing Team

Re: **ARAW NG DIPOLOG 3-DAY SALE**

Date: June 29, 2023

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

Maayong Adlaw!

Dipolog City’s founding anniversary, Adlaw sa Dipolog culminates the P’gsalabuk festival. It is a time of continuous festivals in Dipolog with inter- government agency sports activities, awarding and giving recognition to exemplary Dipolognons. In line with the celebration, we will be holding our Araw ng Dipolog in DIPOLOG outlets.

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

WHAT: “ARAW NG DIPOLOG 3 - DAY SALE”

WHEN: July 1 - 3, 2023

WHERE: DLC, DCM outlets only

HOW:

A. Mechanics

- 1.1 All clients who make purchases on July 1 - 3, 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, only one promo code shall be applied during the promo period.
- 1.4 For auditing purposes, enter the promo code **#23AND**.
- 1.5 The promo is open to **DLC, DCM** outlets only.

B. Awareness

- 1. Promotional Collaterals** – Starting July 1-3, 2023, Fiesta Sale posters will be displayed in DLC, DCM 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 Dipolog Sale from July 1-3 only. Hurry and head to Sophia Jewellery (*Store 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 Dipolog Sale ngayon, and meron po tayong special discounts sa mga regular items for limited time period. 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. Debriefing will be done by Ma’am Colleen via phone call on July 4, 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