

To: Sales Team

From: Marketing Team

Re: **2024 ZAMBONGA HERMOSA FESTIVAL SALE**

Date: October 7, 2024

CC: SC, HR, ACCTG, MIS, AUDIT

Buenas Dias!

Zamboanga Hermosa, also known locally as Fiesta Pilar, is one of Zamboanga City’s most important festivals. It honors the city’s patron saint, the Nuestra Señora de la Virgen del Pilar whose image is enshrined in the equally historic and venerated Fort Pilar. In line with the celebration, we will be holding our Hermosa Festival Sale in all Zamboanga stores.

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

WHAT: HERMOSA FESTIVAL SALE

WHEN: October 10-16, 2024

WHERE: All Zamboanga City outlets (**ZKC, ZSL, ZLP, ZGL, ZYG, ZYT, ZYP, ZYA**) only

HOW:

A. Mechanics

- 1.1 All clients who make purchases on October 10-16, 2024, can avail the special 35% discount on all regular, diamonds and consignment items. 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 other institutionalized discounts only one promo code shall be applied during the promo period.
- 1.4 For auditing purposes, enter the promo code **#24ZHF**.
- 1.5 Promo is open to all Zamboanga City outlets (**ZKC, ZSL, ZLP, ZGL, ZYG, ZYT, ZYP, ZYA**) only.

B. Awareness

- 1. Text blast Brigade** – Text blast will be done through CRM and EC’s
“Good news Zamboanguenos! Sophia Jewellery will be having their Hermosa Fest Sale from October 10-16 only. Hurry and head to the nearest Sophia Jewellery Zamboanga branch and go get that jewelry you've been eyeing for. Hurry and take advantage of this limited time offer. Visit us NOW”
- 2. Intercept** - EC will intercept clients and can use this introductory spiel for reference.
“Happy Fiesta po, Ma’am/Sir, meron po tayong Hermosa Fest 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.”

3. 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 (**Zamboanga outlets**).

As a reference of documentation, you can send us some photos of our clients who availed the promo to marketingadmin@sophiajewellery.com and cc maaabella@teamtngc.com and sophia.ddespiritu@gmail.com. You may also post it on your respective store's FB account.

For any concerns and feedback regarding the promotion, please feel free to contact M' Mary Ada Abella from Marketing team at 0917-795-7460.

Thank you.



Darlyn D. Espiritu
Marketing Director