

To: Sales Team

From: Marketing Team

Re: **DIPOLOG “HOLY ROSARY FESTIVAL SALE “**

Date: October 5, 2023

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

Maayong Adlaw!

The Feast of our Lady of the Holy Rosary is the Marian celebration in Dipolog City. It is celebrated for a month and ends with a Rosary Crusade at the city plaza on the 31st of October in honor of Our Lady of the Holy Rosary. In line with the celebration, we will be holding our Holy Rosary Festival Sale in Dipolog outlets.

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

WHAT: “HOLY ROSARY FESTIVAL SALE”

WHEN: October 7- 9, 2023

WHERE: DCM, DLC

HOW:

A. Mechanics

- 1.1 All clients who make purchases on October 7 - 9, 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 **#23DHR**
- 1.5 The promo is open to **DIPOLOG** outlets only.


B. Awareness

- 1. **Promotional Collaterals** – From October 7 - 9, 2023, Fiesta Sale poster will be displayed in Dipolog Outlets.
- 2. **Text blast Brigade** – Text blast will be done through CRM and EC’s.
“Good news Dipolognons! Sophia Jewellery is on Holy Rosary Festival Sale from October 7- 9, 2023. Visit the Sophia Jewellery Dipolog 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.
“Good afternoon, Ma’am/Sir, meron po tayong Holy Rosary Festival Sale ngayon, and meron po 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 Dipolog’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 (**DCM, DLC**).

- 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 and sophia.ddespiritu@gmail.com on October 7. 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 10, 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