

To: Sales Team

From: Marketing Team

Re: **HERMOSA FEST SALE**

Date: October 10, 2022

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

Buenas Dias!

The Zamboanga Hermosa Festival or Fiesta Pilar is one of the most important events that Zamboanguenos look forward to every October. In line with the celebration, we will be holding our Hermosa Fest Sale in all Zamboanga stores.

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

WHAT: HERMOSA FEST SALE

WHEN: October 10-16, 2022

WHERE: All Zamboanga outlet only

HOW:

A. Mechanics

- 1.1 All clients who make purchases on October 10-16, 2022 will get an additional 5% discount on all regular items. Consignment, Rematado and Forever Sale items are not included.
- 1.2 Promotion is open for Cash, G-cash, Debit card, credit card (straight payment only)
- 1.3 Additional discounts can no longer be given on top of this. Since this is overlapping with the Branded Collection, and SMAC Partnership, only one promo code shall be applied during the promo period.
- 1.4 For auditing purposes, enter the promo code #22HF.
- 1.5 Promo is open to all Zamboanga outlets only.

B. Awareness

- 1. Promotional Collaterals** – Starting October 10-16, 2022, Hermosa Fest Sale poster will be displayed in all stores.



- 2. 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”
- 3. Intercept** - EC will intercept clients and can use this introductory spiel for reference.
“Good afternoon, 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.”
- 4. Social media Ads/Posting** - Social Media Ads/Posting - The Marketing team shall schedule FB posting/ads/my story, Viber and Instagram posting.

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 October 17.

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