

To : Sales Team
From : Marketing Team
Re : **SJI x KCC Bonus Card Partnership**
Date : June 20, 2023
CC : CBB, SC, HR, ACCTG, MIS, AUDIT

Greetings!

We are excited to inform you that we collaborated with KCC Bonus Card to promote awareness of our ZKC branch and improve their transaction. With the help of this tie-up activity, we will be able to attract clients and increase foot traffic.

Please be guided on the following:

A. Mechanics

- 1. Clients can avail 35% discounts on all regular items from June 21, 2023 – June 21, 2026.
- 2. Clients must present their KCC Bonus card upon payment.



- 3. Discount is not convertible to cash.
- 4. Discount is NOT valid in conjunction with other promotions.
- 5. Discount is NOT valid for Hulug-Hulugan Savings payment.
- 6. No additional discounts should be given on top of this.
- 7. For auditing purposes, input code **#ZKCKBC** in the remarks tab.

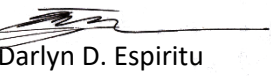
B. Promotion applies to **ZKC** Outlet only.

C. Awareness

- 1. **Promotional Collaterals** –Tent card will be displayed at ZKC starting June 20, 2023 – June 20,2026. Mktg team will deliver the collaterals to ZKC branch.
- 2. **Text Blast spiel** to ZKC clients.
“Good news Ma’am/Sir xxx! Enjoy additional discounts on any regular items when you purchase from Sophia Jewellery using your KCC Bonus Card. Hurry! Visit us now at Sophia Jewellery at 2nd floor, KCC Mall and choose the best jewelry piece that you deserve. See you!”
- 3. The Marketing team shall provide a content poster that will be used by ZKC in the store’s Facebook posting and My story.
- 4. There will be posts on the KCC Mall Facebook page and LED TV advertisements.

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