

To: Sales Team

From: Marketing Team

Re: **IPIL “SIBUG – SIBUG FESTIVAL SALE “**

Date: February 21, 2024

CC: SC, HR, ACCTG, MIS, AUDIT

Maayong Adlaw!

The Sibug-Sibug Festival is the annual two-week celebration in the municipality of Ipil, Zamboanga Sibugay. The locals celebrate this event to commemorate the founding of the province and to give thanks to their patron. In line with the celebration, we will be holding our Sibug – Sibug Festival Sale in Ipil outlet.

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

**WHAT:** IPIL “SIBUG – SIBUG FESTIVAL SALE “

**WHEN:** February 23- 29, 2024

**WHERE:** Ipil outlet only (IBS)

**HOW:**

**A. Mechanics**

- 1.1 All clients who make purchases on February 23- 29, 2024 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 other institutionalized discount only one promo code shall be applied during the promo period.
- 1.4 For auditing purposes, enter the promo code **#24ISF**.
- 1.5 Promo is open to Ipil outlet only.


**B. Awareness**

- 1. Text blast Brigade** – Text blast will be done through CRM and EC’s  
“Good news Ipileños! Sophia Jewellery will be having their Sibug – Sibug Festival Sale from February 23- 29, 2024. Get that jewelry you've been eyeing for at Sophia Jewellery Budgetwise Ipil branch. Hurry and take advantage of this exclusive and limited time offer. Visit us NOW”  
**Intercept** - EC will intercept clients and can use this introductory spiel for reference.  
“Good afternoon, Ma’am/Sir, meron po tayong Sibug – Sibug Festival 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 Ipil’s dialect)
- 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 (**IBS**)

- 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 sophia.mtfrancisco@gmail.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 Mylene via phone call on March 1, 2024.

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