

To: Sales Team

From: Marketing Team

Re: **PAGADIAN “PASALAMAT FESTIVAL SALE ‘**

Date: January 12, 2023

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

Maayong Adlaw!

The Pasalamat Festival Sale is an annual celebration commemorated every 3rd Sunday of January in Pagadian. In line with the celebration, we will be holding our Pasalamat Festival Sale in all Pagadian stores.

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

- WHAT: PAGADIAN “PASALAMAT FESTIVAL SALE “**
- WHEN: January 13 - 20, 2023**
- WHERE: All Pagadian outlets only**
- HOW:**
- A. Mechanics**
    - 1.1 All clients who make purchases on January 13 - 20, 2023 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, Maya, Gcash Pay Bills, Gcash, GGives, HC Pay, 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 Payday Sale and Lucky Charms Collection, only one promo code shall be applied during the promo period.
    - 1.4 For auditing purposes, enter the promo code #23PF.
    - 1.5 Promo is open to all **Pagadian** outlets only.
  - B. Awareness**
    - 1. Promotional Collaterals** – Starting January 13 - 20, 2023, Fiesta Sale poster will be displayed in all Pagadian stores. Printing of poster will be done at the store level.




- 2. Text blast Brigade** – Text blast will be done through CRM and EC’s
  - “Good news Pagadianons! Sophia Jewellery will be having their Pasalamat Fest Sale from January 13 - 20 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 Pasalamat 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.”(you can translate it into Pagadian’s dialect)
- 4. Social media Ads/Posting** - Social Media Ads/Posting - The Marketing team shall schedule FB posting/ads/my story. Pls share it also to stores’ FB account.

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](mailto:marketingadmin@sophiajewellery.com) and cc [sophia.cmveloso@gmail.com](mailto:sophia.cmveloso@gmail.com) and [sophia.ddespiritu@gmail.com](mailto: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 January 29, 2023.

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