

To : Sales Team
From: Marketing Team
Re : **Exclusive Discount to all Government Employees**
Date : September 14, 2023
CC : CBB, SC, HR, ACCTG, MIS, AUDIT

Good News!

We are excited to announce that we will now be offering a year-round discount to all government employees, our special clients. They will now enjoy a special discount on regular items throughout the entire year. At Sophia Jewellery, we have always believed that every individual's life is a story worth celebrating. The unwavering dedication of government employees to our community, nation, and its people has inspired us deeply.

As a result, we aim to treat every client who works for the government like a VIP by honoring their story and capturing them in our exclusive discounts program.

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

WHAT: Exclusive Discount to all Government Employees

WHEN: September 15, 2023, until further notice

WHERE: All Sophia Jewellery outlets, FB Live

HOW:

A. Mechanics

- 1. A discount of 35% will be offered exclusively to government employees, including both local and national government personnel. The discount is applicable to all regular items, excluding rematado, consignment, and overaged items.
- 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"/>		
- 3. The discount is not in conjunction with other ongoing promotions. Please take note that only one promo/discount code shall be applied.
- 4. Government employees must present their official government ID as proof of identification to avail of the discount.
- 5. Store EC's will have to input the clients' ID number and update the client's profession in the system for reference.
- 6. For auditing purposes, EC's must input **#EDGE** when processing the transaction in the system.
- 8. Promo will run in all Sophia Jewellery branches from September 15, 2023, until further notice.

B. Awareness

- 1. **Text blast brigade** - Text blast brigade via CRM and EC will be sent to the OFW clients.
Sophia Jewellery honors the sacrifice and selflessness of each government employee. As our way of giving back and expressing our deep respect for your stories, it is with pride and gratitude that we announce your exclusive discount only at Sophia Jewellery. Hurry and claim your special discount at the nearest store. See you!
- 2. **Intercept** - EC will intercept clients and can use this introductory spiel for reference.
"Welcome to Sophia Jewellery, Ma'am/Sir! Pwede ko po bang malaman ang occupation nyo? (Government Employee). Meron po kameng inooffer na exclusive discount for all Government Employee bilang pasasalamat. As we honor your sacrifices, we know na you deserve to own a piece of jewelry. Pwede nyo po i-check itong mga items namin (direct clients to display)"

For any concerns and feedback regarding the special discount, please feel free to contact M' Colleen Veloso from the Marketing team at 0917-795-7460.

Thank you.


Marketing Director