

To: Sales Team

From: Marketing Team

Re: **SGPI outlets now accept Mall Reward/Suki Cards**

Date: March 12, 2024

CC: SC, HR, ACCTG, MIS, AUDIT

Good news!

Our Mall Partners Rewards/Suki Card has proven invaluable in boosting client loyalty and engagement within our mall premises. To attract more clients and increase foot traffic to our Sun Gate attached outlets, we are happy to announce the extension of the Mall Partners Reward/suki card discounts in Sun Gate attached outlets.

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

- WHAT:** “SunGate attached Stores Now Accept Mall Reward/Suki Cards”
- WHEN:** March 13, 2024 until further notice
- WHERE:** All Sophia Jewellery Outlets
- HOW:**

A. Mechanics

- 1.1 Clients can avail 35% discounts on all regular items excluding rematado, consignment, and overaged items starting March 13, 2024 until further notice.
- 1.2 Please refer to the following Mall Partners Rewards/Suki card that can be accepted in SunGate attached outlets.

Mall Partner Rewards Card	Outlet
SMAC	ZGL, ZLP
KCC Bonus Card	
Yubenco Rewards Card	
Gaisano City Suki Card	IAA, IQA

- 1.3 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"/>	

- 1.4 Discount is not convertible to cash.
- 1.5 Discount is not in conjunction with other ongoing promotions & discounts.
- 1.6 Discount is not valid for Hulug- Hulugan Savings Payment.
- 1.7 No additional discounts should be given on top of this.
- 1.8 For auditing purpose, please use the corresponding hashtags per mall partner.


Mall Partner Rewards Card	Hashtag
SMAC	#SMAC
KCC Bonus Card	#KBC
Yubenco Rewards Card	#YRCP
Gaisano City Suki Card	#GSCP

B. Message Blast Brigade – text spiel to clients.

“Good news Ma’am/Sir xxx! Enjoy additional discounts on any regular items when you purchase from Sophia Jewellery using your (please specify the rewards card). Hurry! Visit us now at Sophia Jewellery at (please revise according to store address) and choose the best jewelry piece that you deserve. See you!”

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

Thank you.


Darlyn D. Espiritu
Marketing Director