

To: Sales Team
From: Marketing Team
Re: **Gaisano Grand Anniversary Sale**
Date: October 3, 2024
CC: SC, HR, ACCTG, MIS, AUDIT

Good news! In collaboration with Gaisano Grand Anniversary Sale, Sophia Jewellery is thrilled to announce our participation in Gaisano Grand Anniversary Sale. Let's seize this opportunity to empower more women!

Please share the good news with our clients, family & friends.

WHAT: Gaisano Grand Anniversary Sale

WHEN: October 4- 6 2024

WHO CAN JOIN THE PROMO: IGV, CGP, and KGM only

HOW:

A. Mechanics:

1. Customers can avail a 35% discount on all regular gold & diamond jewelry, consignment, except made to order items, rematado, and forever sale 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. 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.

4. Promo will run only at **IGV, CGP and KGM** Sophia Jewellery outlet only.

5. Place promo code **#24GGS** on the remarks tab.

B. Awareness:

1. Text Brigade – Text blast brigade via CRM and EC will be sent to the clients.

Good News! Now's the perfect time to treat yourself to that stunning jewelry piece you've been dreaming of. Join us at Sophia Jewellery for our Gaisano Grand Anniversary Sale from October 4-6, 2024 where you can find the perfect piece that sparkles just as bright as you. Visit us NOW and shine even brighter!"


2. Intercept – EC will intercept clients using the SALE sintraboard and can use this introductory spiel for reference.

"Good day Ma'am Sir, welcome to Sophia Jewellery! Meron po kaming Gaisano Grand Anniversary Sale ngayon. Makaka avail po kayo ng special discount sa mga items naming mam/sir kaya take advantage na po. Deserve nyo po regaluan ang sarili nyo." (then offer items)

For any concerns and feedback regarding the promotion, please feel free to contact Ma'am Mary Ada Abella from the Marketing team at 0917-795-7460.

For your information and guidance.

Thank you!


Darlyn D. Espiritu
Marketing Director