

To: Sales Team
From: Marketing Team
Re: **Men & Women in Uniform Special Discount**
Date: July 31, 2023
CC: CBB, SC, HR, ACCTG, MIS, AUDIT

Greetings!

Good news! We are thrilled to announce that the men and women in uniform discounts will no longer be limited to just the month of April. Instead, we will now be offering a year-round discount to all men and women in uniform, our special clients. They will now enjoy a special discount on regular items throughout the entire year. This gesture is a heartfelt tribute to their courage, sacrifice, dedication, and unwavering love for their family and country. It is our way of giving back and expressing our deep respect for their stories written through their commitment to protecting and serving. As a result, we aim to make all our Men and Women in Uniform clients feel like VIPs, honoring their story and capturing them under our exclusive special discounts program.

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

WHAT: **Men & Women in Uniform Special Discount**
“A tribute to their story of courage and sacrifice”

WHEN: August 1, 2023 until further notice

WHERE: All Sophia Jewellery outlets, FB Live

HOW:

A. Mechanics

- 1. A discount of 35% will be offered exclusively to all Men and Women in Uniform clients and their immediate family members (spouses) on regular items, excluding rematado, consignment, and overaged products.
- 2. This exclusive discount applies to men and women in uniform serving in the Philippine Army, Philippine Navy, Philippine Air Force, PNP, and Philippine Coast Guard, both in the field and in office.
 - a. The men and women in uniform or the dependent Identification card must be presented before the transaction. EC must ensure that the Identification card is not expired. Sample dependent ID for reference.



- 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"/>		

- 4. The discount is not in conjunction with other ongoing promotions. Please take note that only one promo/discount code shall be applied.
- 5. To avail the discount, the client must present a valid ID verifying their profession as MIU or man and woman in uniform.
- 6. Store ECs must validate the client's identification and enter the ID number into the system. If necessary, ECs should also update the client's profession in the system.
- 7. For auditing purposes, EC's must input **#MIU** when processing the transaction in the system.
- 8. Promo will run in all Sophia Jewellery branches from August 1 –2023 until further notice.

B. Awareness

- 1. **Social media Ads/Posting** - The Marketing team shall provide a content template that stores can use for FB posting/ads/my story, Viber and Instagram posting.

2. Text blast brigade - Text blast brigade via CRM and EC will be sent to the clients.

Sophia Jewellery honors the sacrifice, and selflessness of each men and women in uniform. 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!

3. 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? (MIU). Meron na po kameng inooffer na exclusive discount for all Men and women in Uniform 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 Marketing team at 0917-795-7460.

Thank you.



Darlyn D. Espiritu
Marketing Director