

To: Sales Team  
From: Marketing Team  
Re: **June 2024 Pay Day SALE**  
Date: June 10, 2024  
CC: SC, HR, ACCTG, MIS, AUDIT

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Great News! Payday is approaching soon. To make the most of it, get ready for our PAYDAY SALE on selected dates in June. Let's take this chance to empower and support more women!

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

**WHAT:** Pay Day SALE  
**WHEN:** June 14 - 16, 28 - 30, 2024  
**WHERE:** All Sophia Jewellery Outlets  
**WHO CAN JOIN THE PROMO:** All clients Mindanao-wide  
**HOW:**

**A. Mechanics:**

1. Customers can avail a 35% discount on all gold, diamond jewelry and consignment items, 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. Since this is overlapping with the other institutionalized discount, only one promo code shall be applied during the promo period.
4. Promo will run at all Sophia Jewellery outlets.
5. Place promo code **#24PS** on the remarks tab.

**B. Awareness:**

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

“Hard work does pay off! This payday, give yourself a wonderful treat. Hurry over to Sophia Jewellery and go get that jewelry you've been eyeing for on our 3-Day Payday Sale from June 14- 16 Take advantage of the special discount! Visit us NOW!”

*Note: Please revise the dates since we'll be having 2 separate activity dates.*

**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 Pay Day SALE ngayon. Makaka avail po kayo ng special discount sa mga items namin. 3 days lang po ito mam/sir kaya take advantage na po. Deserve niyo po regaluhan ang sarili niyo from your salary.” (then offer items)*

**3. Social media Ads/Posting** – A content poster will be created by the marketing team and will be posted via the respective store's Facebook account.

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 [maaabella@teamtngc.com](mailto:maaabella@teamtngc.com) and [sophia.ddespiritu@gmail.com](mailto:sophia.ddespiritu@gmail.com). You may also post it on your respective store’s FB account.

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

For your information and guidance.

Thank you

  
Darlyn D. Espiritu  
Marketing Director