

To: Sales Team
From: Marketing Team
Re: **“MABUHAY OFW” SALE**
Date: July 28, 2023
CC: CBB, SC, HR, ACCTG, MIS, AUDIT

Greetings!

Sophia Jewellery’s mission is to honor unique stories of our clients, including our modern-day heroes, our OFW’s, by creating meaningful connections through our timeless, meaningful jewelry. Among the sacrifices made by our fellow “kabayan” include working hard abroad to build a better life, dealing with cultural differences, loneliness and homesickness. We will hold our very own "Mabuhay OFW Sale" as a way to show our appreciation, admiration, and respect for our modern-day heroes.

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

WHAT: MABUHAY OFW SALE “*Mabuhay, Kabayan*”
WHEN: August 1 – 31, 2023
WHERE: All Sophia Jewellery outlet

HOW:

A. Mechanics

- 1. Promo is only exclusive to all Overseas Filipino Workers (OFW) and immediate relative family member of an OFW.
- 2. Immediate relative refers to the following:
If single – parents and siblings
If married – Spouse and children
- 3. OFW’s can avail the special 35% discount on all regular items except for rematado, consignment & overage.
- 4. OFW’s must present a valid identification such as OWWA - issued OFW ID, MARINA - issued seaman's book, Contract of Employment, Certificate of Employment, Passport with Working Visa, Foreign Passport, OFW E-Card, Foreign ID card and company identification as a proof of being an overseas Filipino worker.
- 5. 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"/>		

- 6. Additional discounts can no longer be given on top of this.
- 7. Since this is overlapping with the Kids Collection, Festival Sale, and other institutionalize discount, please take note that only one promo code shall be applied during the promo period.
- 8. Store EC’s will have to input the clients’ ID number and update the client’s profession in the system for reference.
- 1.8. For auditing purposes, EC’s must input **#23OFWS** when processing the transaction in the system.
- 1.9. Promo will run in all Sophia Jewellery branches from August 1 – 31, 2023.

B. Awareness

1. Promotion Collateral

- a. Starting August 1, Mabuhay OFW Sale collaterals will be placed and displayed in all outlets.



- b. Posters for the MABUHAY OFW Sale will be distributed as part of awareness campaigns to various government offices, manpower offices and ticketing offices.

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

"Good news Sir/Mam! We are very grateful to our hard working, selfless, strong and heroic overseas workers. As a way of saying thank you, we are having our Mabuhay OFW Sale exclusive to all OFW's starting on August 1. Enjoy big discounts on all regular items by just simply showing a proof of identification. Come see us today!

3. Intercept - EC will intercept clients and can use this introductory spiel for reference.

"Good afternoon, Ma'am/Sir, pwede po ba naming malaman ang profession nyo? (if OFW) Saktong sakto po ma'am meron po kaming Mabuhay OFW Sale ngayon exclusive po para sa inyo, pwede nyo po itong ipang reward sa sarili nyo. Makaka avail po kayo ng exclusive discount. You deserve to reward yourself po."

4. Social media Ads/Posting - The Marketing team shall schedule FB posting/ads/my story, Viber and Instagram posting as well as online poster to our partnered mall's social media account for additional awareness. On August 1, 2023, the cover photo of the stores Facebook accounts must be changed to Mabuhay OFW Sale. Please check the cover photo of our Official Facebook Page for your reference.

In line with this, we are also expecting to receive the following from you:

a. As a reference of documentation, photos of store, along with the EC/SIC must be send to M'Merce at sophia.mtfrancisco@gmail.com, cc M'Colleen at sophia.cmveloso@gmail.com sophia.ddespiritu@gmail.com on August 4, 2023.

b. Debriefing will be done by Ma'am Mylene via phone call on August 4,11,18, and 25.

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

Thank you.



Darlyn D. Espiritu
Marketing Director