

To: Sales Team
From: Marketing Team
Re: **Election Day Special Sale**
Date: May 6, 2022
CC: CBB, SC, HR, ACCTG, MIS, AUDIT

Greetings!

To support the Sales team in enticing clients to purchase in the upcoming May 9 election, we are excited to inform you that we will be implementing a 1-day SALE on May 9, 2022 only (Election Day) exclusive to all voters.

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

WHAT: **“Vote with Gold”**
“Election Day Special Sale”
WHEN: **May 9, 2022**
WHERE: All Sophia Jewellery Outlet
WHO CAN JOIN : All clients Mindanao wide who practice
their right to vote

HOW:

A. Mechanics

1. All clients who make their purchase on May 9, 2022 will get an additional **5%** discount if they show their fingers with indelible ink.
2. Additional 5% discount is applicable only for regular items. Consignment, Rematado and Forever Sale items are not included.
3. EC’s should validate and checked the authenticity of the indelible ink.
4. Promotion is open for Cash, G-cash & Debit card only.
5. Additional discounts can no longer be given on top of this.
6. For auditing purposes, enter the promo code **#22ESS**

B. Awareness

1. Text Blast Brigade – Textblast will be done through CRM and EC’s
“Good news! We are excited to inform you that you can get an additional discount if you purchase from any Sophia Jewellery stores. Just show your fingers with indelible ink. Hurry and take advantage of this offer on election day only!
2. Intercept- EC’s can use this spiel
“Good day mam/sir, NakaVote na po kayo mam/sir? Meron po kaming special discount for you just for today lang po. You just need to show your indelible ink . Nakaboto ka na po may gold ka pa. (show our items)
3. Social Media Ads/Posting - The Marketing team shall schedule FB posting/ads/my story, Viber and Instagram posting.

In line with this, as a reference of documentation, you can send us some photos of our clients who availed the promo showing their fingers with indelible ink to sophia.cmveloso@gmail.com and cc sophia.ddespiritu@gmail.com. You may also post it on your respective store’s FB account.

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

Thank you



Darlyn D. Espiritu
Marketing Director

