

To: Sales Team

From: Marketing Team

Re: **Iligan “Diyandi Festival Sale “**

Date: September 20, 2023

CC: CBB, SC, HR, ACCTG, MIS, AUDIT

Maayong Adlaw!

The Diyandi Festival is an annual celebration held in Iligan City, every year in September, in celebration of the patron saint St. Michael the Archangel. The festival is a vibrant and lively event that celebrates the rich heritage, culture, and customs of Iligan City and its inhabitants. In line with the celebration, we will be holding our Diyandi Festival Sale in all Iligan outlets.

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

WHAT: “DIYANDI FESTIVAL SALE”

WHEN: September 23-30, 2023

WHERE: IGC, IAA, and IQA

HOW:

A. Mechanics

- 1.1 All clients who make purchases on September 23-30 can avail the special 35% discount on all regular items. Consignment, Rematado and Forever Sale items are not included.
- 1.2 Promotion 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"/> | |
- 1.3 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.
- 1.4 For auditing purposes, enter the promo code **#23IDF**.
- 1.5 Promo is open to **IGC, IQA and IAA** outlets only.

B. Awareness

- 1. Promotional Collaterals** – From September 23-30, Fiesta Sale posters will be displayed in IGC, IQA & IAA only.
- 2. Text blast Brigade** – Text blast will be done through CRM and EC’s.
- “Good news Iliganons! Sophia Jewellery is on Diyandi Festival Sale from September 23- 30. Visit the nearest Sophia Jewellery Iligan branch and go get your desired jewelry now. Hurry and take advantage of this limited time offer. Visit us NOW”!
- 3. Intercept** - EC will intercept clients and can use this introductory spiel for reference.
- “Good afternoon, Ma’am/Sir, meron po tayong Diyandi Festival Sale ngayon, and meron po tayong special discounts sa mga regular items for limited period. Pasok po kayo para makita nyo mga items namin. You deserve to reward yourself po.” (you can translate it into Iligan’s dialect)
- 4.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 (IGC, IQA, IAA).

- In line with this, we are also expecting to receive the following from you:
- a. As a reference for documentation, photos of the FESTIVAL SALE poster displayed at the outlet must be sent to sophia.mtfrancisco@gmail.com and cc sophia.cmveloso@gmail.com and sophia.ddespiritu@gmail.com on September 23.
- b. Debriefing will be done by Ma’am Mylene via phone call on October 2, 2023.

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