

To : Sales Team  
From : Marketing Team  
Re : **SJI x Gaisano Grand SmartShopper Card Partnership**  
Date : March 8, 2024  
CC : SC, HR, ACCTG, MIS, AUDIT

Greetings!

We are excited to inform you that we collaborated with Gaisano Grand SmartShopper card to promote awareness and improve transaction of our KGM, PGS, CGP and soon to open Ipil branch. With the help of this partnership, we will be able to attract clients, increase foot traffic and build strong relationship with our clients and mall partner.

Please be guided on the following:

**A. Mechanics**

- 1. Clients can avail 35% discounts on all regular items excluding rematado, consignment, and overaged items starting March 8, 2024, until March 7, 2025
- 2. Clients must present their SmartShopper card upon payment. Please make sure the validity has been updated and is still valid.



- 3. Discount 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. Discount is not convertible to cash.
- 5. Discount is NOT valid in conjunction with other promotions.
- 6. Discount is NOT valid for Hulug-Hulugan Savings payment.
- 7. No additional discounts should be given on top of this.
- 8. For auditing purposes, input code **#GGSP** in the remarks tab.
- 9. Partnership applies to **KGM, PGS, CGP and IGV** outlets only.

**B. Awareness**

- 1.**Text Blast spiel** - to KGM, PGS, CGP and IGV clients.  
*“Good news Ma’am/Sir xxx! Enjoy additional discounts on any regular items when you purchase from Sophia Jewellery using your Gaisano Grand Smartshopper Card. Hurry! Visit us now at Sophia Jewellery at (please revise according to store address) and choose the best jewelry piece that you deserve. See you!”*
- 2. **Social media** - The Marketing team shall provide a content poster that will be used by KGM, PGS, CGP and IGV in the store’s Facebook posting and My story.

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

Thank you,  
  
Darlyn D. Espiritu  
Marketing Director