

To: Sales Team
From: Marketing Team
Re: **September 2024 Pay Day SALE**
Date: September 5, 2024
CC: SC, HR, ACCTG, MIS, AUDIT

Good News! Pay Day is coming. To make the most of it, get ready for our PAYDAY SALE happening on selected dates in September. Let's seize this opportunity to empower more women!

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

WHAT: Pay Day SALE
WHEN: September 14- 16 & September 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 regular gold, consignment and diamond items, except made to order, 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 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 September 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 ma’am/sir kaya take advantage na po. Deserve nyo po regaluhan ang sarili nyo.” (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 and cc maaabella@teamtngc.com and sophia.ddespiritu@gmail.com. You may also post it on your respective store’s FB account.

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

For your information and guidance.

Thank you



Darlyn D. Espiritu
Marketing Director