

To : Sales Team
From: Marketing Team
Re : **OFW Special Discount**
Date : September 13, 2023
CC : CBB, SC, HR, ACCTG, MIS, AUDIT

Greetings!

Good news! We are thrilled to announce that the OFW discounts will no longer be limited to just the month of August. Instead, we will now be offering a year-round discount to all OFW, our special clients. They will now enjoy a special discount on regular items throughout the entire year. We recognize the immense sacrifices and dedication that overseas Filipino workers have shown in pursuit of a brighter future for themselves and families. Their stories of resilience, hard work, and unwavering commitment have inspired us to take a step forward in showing our appreciation for their remarkable contributions.

As a result, we aim to make all our OFW clients feel like VIPs, honoring their story and capturing them under our exclusive special discounts program.

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

WHAT: **OFW Special Discount**
“A tribute to our Kabayan”

WHEN: September 15, 2023, until further notice

WHERE: All Sophia Jewellery outlets, FB Live

HOW:

A. Mechanics

- 1. A discount of 35% will be offered exclusively to all Overseas Filipino Workers (OFW) and immediate relative family members of an OFW on all regular items, excluding rematado, consignment, and overaged items.
 - 1.1. Immediate relative refers to the following:
 - If single – parents and siblings
 - If married – Spouse and children.
- 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. The discount is not in conjunction with other ongoing promotions. Please take note that only one promo/discount code shall be applied.
- 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. Store EC’s will have to input the clients’ ID number and update the client’s profession in the system for reference.
- 6. For auditing purposes, EC’s must input **#OFW** when processing the transaction in the system.
- 8. Promo will run in all Sophia Jewellery branches from September 15, 2023, until further notice.

B. Awareness

1. Text blast brigade - Text blast brigade via CRM and EC will be sent to the OFW clients.
Sophia Jewellery honors the sacrifice, and selflessness of each OFW. As our way of giving back and expressing our deep respect for your stories, it is with pride and gratitude that we announce your exclusive discount only at Sophia Jewellery. Hurry and claim your special discount at the nearest store. See you!

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

“Welcome to Sophia Jewellery, Ma’am/Sir! Pwede ko po bang malaman ang occupation nyo? (OFW). Meron po kameng inooffer na exclusive discount for all OFW bilang pasasalamat. As we honor your sacrifices, we know na you deserve to own a piece of jewelry. Pwede nyo po i-check itong mga items namin (direct clients to display)”

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

Thank you.



Darlyn D. Espiritu
Marketing Director