

To: Sales Team

From: Marketing Team

Re: **IPIL “ARAW NG SIBUGAY SALE”**

Date: February 22, 2023

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

Maayong Adlaw!

The Araw ng Sibugay is a weeklong celebration of Sibugaynon as a commemoration of its founding day as a Province. Sibug – Sibug Festival is celebrated every February with its highlight fixed on February 26. In line with the celebration, we will be holding our Araw ng Sibugay in Ipil outlet.

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

WHAT: IPIL “ARAW NG SIBUGAY SALE”

WHEN: February 24-26, 2023

WHERE: Ipil outlet only

HOW:

A. Mechanics

- 1.1 All clients who make purchases on February 24-26, 2023 will get an additional 5% discount on all regular items. Consignment, Rematado and Forever Sale items are not included.
- 1.2 Promotion is open for Cash, G-cash, Maya, Gcash Pay Bills, Gcash, GGives, HC Pay, Debit card, credit card (straight payment only)
- 1.3 Additional discounts can no longer be given on top of this. Since this is overlapping with the Hearts Day Sale and Engagement Collection, only one promo code shall be applied during the promo period.
- 1.4 For auditing purposes, enter the promo code **#23IAS**.
- 1.5 Promo is open to **Ipil** outlet only.

B. Awareness


- 1. Promotional Collaterals** – Starting February 24-26, 2023, Fiesta Sale poster will be displayed in Ipil outlet.
- 2. Text blast Brigade** – Text blast will be done through CRM and EC’s
“Good news Sibugaynons! Sophia Jewellery will be having our Araw ng Sibugay Sale from February 24-26 only. Hurry and head to Sophia Jewellery Budgetwise Ipil branch and go get that jewelry you've been eyeing for. 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 Araw ng Sibugay Sale ngayon, and meron po tayong special discounts sa mga regular items for limited time period. Pasok po kayo para Makita nyo mga items namin. You deserve to reward yourself po.”(you can translate it into own dialect)
- 4. Social media Ads/Posting** - Social Media Ads/Posting - The Marketing team shall schedule FB posting/ads/my story. Pls share it also to stores’ FB account.

In line with this, we are also expecting to receive the following from you:

- a. As a reference of documentation, you can send us some photos of our clients who availed the promo to marketingadmin@sophiajewellery.com and cc sophia.cmveloso@gmail.com and sophia.ddespiritu@gmail.com. You may also post it on your respective store’s FB account.
- b. Debriefing will be done by Ma’am Colleen via phone call on February 27, 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