

To: Sales Team

From: Marketing Team

Re: **TPM “TALAKUDONG FESTIVAL “**

Date: September 14, 2023

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

Maayong Adlaw!

Talakudong Festival is the celebration of the charter anniversary of Tacurong. It is the most featured of the four festivals celebrated in the city. In line with the celebration, we will be holding our Talakudong Festival Sale in TPM outlet.

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

WHAT: “TALAKUDONG FESTIVAL SALE”

WHEN: September 17- 19, 2023

WHERE: TPM

HOW:

A. Mechanics

- 1.1 All clients who make purchases on September 17-19, 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 **#23TTF**.
- 1.5 The promo is open to **TPM** outlet only.

B. Awareness

- 1. Promotional Collaterals** – From September 17- 19, 2023, Fiesta Sale poster will be displayed in TPM.
- 2. Text blast Brigade** – Text blast will be done through CRM and EC’s.
- “Good news Tacurongnons! Sophia Jewellery is on Talakudong Festival Sale from September 17- 19, 2023. Visit the Sophia Jewellery Tacurong 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 Talakudong 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 Tacurong’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 (**TPM**).

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

- a. As a reference of 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 17. You may also post it on your respective store’s FB account.
- b. Debriefing will be done by Ma’am Mylene via phone call on September 20, 2023.

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

Thank you.


Darlyn D. Espiritu
Marketing Director