

To: Sales Team
From: Marketing Team
Re: **2024 ARAW NG KAPATAGAN SALE**
Date: July 5, 2024
CC: SC, HR, ACCTG, MIS, AUDIT

Maayong Adlaw!

The Araw ng Kapatagan is a weeklong celebration in Kapatagan, a commemoration of its founding day as a Province and it is celebrated every July 8. In line with the celebration, we will be holding our Araw ng Kapatagan Sale in KAP outlet to honor the rich history and vibrant community of Kapatagan.

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

WHAT: **ARAW NG KAPATAGAN 3-DAY SALE**
WHEN: **July 6 - 8, 2024**
WHERE: **Kapatagan outlet only (KAP)**
HOW:

A. Mechanics

- 1.1 All clients who make purchases on July 6-8, 2024, can avail a special 35% discount on all regular gold, consignment and diamond items except rematado, made to order and overage jewelry.
1.2 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"/>		

- 1.3 For auditing purposes, enter the promo code **#24AKS**.

B. Awareness

- 1. Text blast Brigade** – Text blast will be done through CRM and EC’s

“Good news! Sophia Jewellery will be having our Araw ng Kapatagan Sale from July 6-8, 2024 only. Hurry and head to Sophia Jewellery Kapatagan branch and go get that jewelry you’ve been eyeing for. Hurry and take advantage of this limited time offer. Visit us NOW”!


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

“Good afternoon, Ma’am/Sir, meron po tayong Araw ng Kapatagan 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 own dialect)

- 3. Social media Ads/Posting** - Social Media Ads/Posting - The Marketing team shall schedule FB posting/ads/my story. Please share it also to stores’ FB 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 the promotion, please feel free to contact M’ Mary Ada Abella from the Marketing team on 0917-795-7460.

Thank you.

Darlyn D. Espiritu
Marketing Director