

To: Sales Team

From: Marketing Team

Re: **2023 ARAW NG DIGOS FESTIVAL SALE**

Date: September 1, 2023

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

Maayong Adlaw!

The Araw ng Digos is a week- long celebration of Digoseños as a commemoration of its founding anniversary as a city. In line with the celebration, we will be holding our Araw ng Digos Festival Sale in Digos outlet only.

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

WHAT: “ARAW NG DIGOS FESTIVAL SALE”

WHEN: September 3 - 10 2023

WHERE: DMQ outlet only

HOW:

A. Mechanics

- 1.1 All clients who make purchases on September 3-10 can avail the special **35%** discounts 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 **#23ADS**.


B. Awareness

- 1. Promotional Collaterals** – From September 3- 10, 2023, Fiesta Sale poster will be displayed in DMQ.
- 2. Text blast Brigade** – Text blast will be done through CRM and EC’s.
- “Good news Digoseños ! Sophia Jewellery is on Araw ng Digos Sale from September 3- 10. Visit Sophia Jewellery Digos 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 Araw ng Digos 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 Digos’s dialect)
- 4. Social media Posting** - A content poster will be created by the marketing team and will be posted via the respective store's Facebook account (DMQ).

- 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 sophia.mtfrancisco@gmail.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 Mylene via phone call on September 11, 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