

To: Sales Team  
From: Marketing Team  
Re: Election Day Special Sale  
Date: October 27, 2023  
CC: CBB, SC, HR, ACCTG, MIS, AUDIT

Greetings!

To support the Sales team in enticing clients to purchase in the upcoming October 30 Barangay election, we are excited to inform you that we will be implementing a **1-day SALE** on October 30, 2023 only (Election Day) exclusive to all voters.

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

**WHAT:** “Vote with Gold”  
“Election Day Special Sale”  
**WHEN:** October 30, 2023

**WHERE:** All Sophia Jewellery Outlet

**WHO CAN JOIN:** All clients Mindanao wide who practice their right to vote

**HOW:**

**A. Mechanics**

- 1. All clients who make their purchase on October 30, 2023, can avail a 35% discount in all regular items. Consignment, Rematado and Forever Sale items are not included.
- 2. EC’s should validate and checked the authenticity of the indelible ink.
- 3. 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"/>		

- 4. Additional discounts can no longer be given on top of this.
- 5. For auditing purposes, enter the promo code **#23ESS**


**B. Awareness**

- 1. Text Blast Brigade – Textblast will be done through CRM and EC’s  
“Good news! We are excited to inform you that you can get a special discount if you purchase from any Sophia Jewellery stores on October 30, 2023. Just show your fingers with indelible ink. Hurry and take advantage of this offer on election day only!
- 2. Intercept- EC’s can use this spiel  
“Good day mam/sir, Naka vote na po kayo mam/sir? Meron po kaming special discount for you just for today lang po. You just need to show your indelible ink. Nakaboto ka na po may gold ka pa. (show our items)

In line with this, as a reference of documentation, you can send us some photos of our clients who availed the promo showing their fingers with indelible ink to [mtfrancisco@gmail.com](mailto:mtfrancisco@gmail.com) and cc [sophia.cmveloso@gmail.com](mailto:sophia.cmveloso@gmail.com) and [sophia.ddespiritu@gmail.com](mailto:sophia.ddespiritu@gmail.com). You may also post it on your respective store’s FB account.

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

Thank you

  
Darlyn D. Espiritu  
Marketing Director

