

To: Sales Team

From: Marketing Team

Re: **ZAMBONGA HERMOSA FESTIVAL SALE**

Date: October 4, 2023

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

---

Buenas Dias!

Zamboanga Hermosa, also known locally as Fiesta Pilar, is one of Zamboanga City's most important festivals. It honors the city's patron saint, the Nuestra Señora de la Virgen del Pilar whose image is enshrined in the equally historic and venerated Fort Pilar. In line with the celebration, we will be holding our Hermosa Festival Sale in all Zamboanga stores.

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

**WHAT:** **HERMOSA FESTIVAL SALE**

**WHEN:** October 6-15, 2023

**WHERE:** All Zamboanga outlet only

**HOW:**

**A. Mechanics**

- 1.1 All clients who make purchases on October 6- 15, 2023 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 other institutionalized discounts only one promo code shall be applied during the promo period.
- 1.4 For auditing purposes, enter the promo code **#23ZHF**.
- 1.5 Promo is open to all Zamboanga outlets only.

**B. Awareness**

**1. Promotional Collaterals** – Starting October 6- 15, 2023, Hermosa Fest Sale posters will be displayed in all outlets except for ZKC outlet.

**2. Text blast Brigade** – Text blast will be done through CRM and EC's

"Good news Zamboanguenos! Sophia Jewellery will be having their Hermosa Fest Sale from October 6-15 only. Hurry and head to the nearest Sophia Jewellery Zamboanga 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.

"Happy Fiesta po, Ma'am/Sir, meron po tayong Hermosa Fest 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."


**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 (**Zamboanga outlets**).

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.mtfreanisco@gmail.com](mailto:sophia.mtfreanisco@gmail.com) and cc [sophia.cmveloso@gmail.com](mailto:sophia.cmveloso@gmail.com) and [sophia.ddeapiritu@gmail.com](mailto:sophia.ddeapiritu@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 October 17.

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