

To : Sales Team
 From : Marketing Team
 Re : **Teachers' Day Special Promo**
 Date : August 27, 2021
 CC : CBB, SC, HR, ACCTG, MIS, AUDIT

Greetings from the Marketing Team!

Teachers play an important role in achieving comprehensive, quality education for all. As the pandemic started, they make a crucial contribution to ensuring continuity of learning and supporting their students in this new normal. As a way of our appreciation to all teachers, we are happy to inform you that we will be having a promotion exclusively for all teachers. Hence, please share the good news with our clients, families and friends:

WHAT: "My Teacher, My Hero"
 Thank a Teacher!
WHEN: September 5 – Oct 5, 2021
WHERE: All Sophia Jewellery Outlets
WHO CAN JOIN THE PROMO: All Clients Mindanao Wide
HOW:

I. **Promo Mechanics**

1. All Teachers are entitled to a **35% Discount** if they avail any regular items except rematado, consignment and MTO. Non-teaching staff are not entitled to the promo.
2. Teachers are required to present their teachers' ID upon purchase of the item.
3. Promo is open to Cash, G-cash, Debit Card, Credit Card Transaction straight payment only.
4. Discount is non-transferable.
5. Additional discount can no longer be applied.
6. Discount is NOT applicable for Hulug-hulugan savings.
7. Store EC's will have to input the teachers' ID number and update the client's details and profession in the JSCM.
8. Input the promotional code for this promotion **#21TD** at the remarks for auditing purposes.
9. Indicate the identification number on the receipt with the following format:
School Name: ID Number

10. DTI permit number for this promotion is **DTI Fair Trade No. R9-017 Series of 2021**

II. Awareness

1. We will be distributing letters and emails to the identified schools per area informing about our Teachers' Day SALE promo.
2. Starting September 5 – October 5, 2021, the new poster will be displayed in all stores;



3. **Text Brigade** – Text blast brigade through CRM and EC will be sent to clients.
“Good news Ma’am/Sir! Teachers like you deserve an elegant and beautiful jewelry. Invest in timeless jewelry piece that you can use and treasure forever. Visit the store nearest to you and avail of the additional discount on all regular items. See you”
4. **Intercept** – EC will intercept clients and can use this spiel for reference.
“Hello Ma’am/Sir, Welcome to Sophia Jewellery!
Good morning/afternoon po, Meron po kaming exclusive promo for teachers. Pwede ko po bang malaman kung teacher po kayo?
If Teacher: Tamang-tama po pwede nyo po i-avail ang exclusive discount namin para sa mga teachers. Limited time lang po kasi ang promo namin kaya i-avail nyo na po.
(show to her/him all reg items)
If not a teacher: Pwede nyo pong sabihan ang mga friends and relatives nyo na teacher para maka-avail sila ng exclusive promo namin.
5. **Social media Ads/Posting** – The Marketing team shall schedule FB posting/ads/my story, Viber and Instagram posting as an additional awareness online. We will be sending an online poster to our partnered mall’s social media account.
6. **Newspaper Ads** – We will place ads to feature the Teachers’ Day promo poster in our partnered newspaper.

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

1. Store photos together with Teacher’s Day poster displayed should be forwarded to M’ Rosemarie Compra at sophia.rmcompra@gmail.com and cc sophia.cmveloso@gmail.com and sophia.ddespirtu@gmail.com on September 10, 2021 as a reference of documentation.
2. Concern and feedback regarding the promotion should be immediately addressed to the marketing for immediate intervention.

For your information and guidance.


Darlyn D. Espiritu
Marketing Director