

To : Sales Team  
From: Marketing Team  
Re : **Exclusive Discount to all Senior Citizens**  
Date : September 29, 2023  
CC : CBB, SC, HR, ACCTG, MIS, AUDIT

Good News!

We are excited to announce that we will now be offering a year-round discount to all Senior Citizens, our special clients. They will now enjoy a special discount on regular items throughout the entire year. At Sophia Jewellery, we celebrate the wisdom, experience, and enduring contributions of our dear Senior Citizens to our community that is filled with a profound sense of gratitude and admiration.

As a result, we aim to treat every Senior Citizen client like a VIP by honoring their story and capturing them in our exclusive discounts program.

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

**WHAT:** Exclusive Discount to all Senior Citizens

**WHEN:** October 1, 2023, until further notice

**WHERE:** All Sophia Jewellery outlets, FB Live

**HOW:**

**A. Mechanics**

- 1. A discount of 35% will be offered exclusively to all Senior Citizens. The discount is applicable to all regular items, excluding rematado, consignment, and overaged items.
- 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"/>		
- 3. The discount is not in conjunction with other ongoing promotions. Please take note that only one promo/discount code shall be applied.
- 4. Senior citizens must present their Senior Citizen ID as proof of identification to avail of the discount.
- 5. Store EC’s will have to input the clients’ ID number and update the client’s profession in the system for reference.
- 6. For auditing purposes, EC’s must input **#EDSC** when processing the transaction in the system.
- 8. Promo will run in all Sophia Jewellery branches from October 1, 2023, until further notice.

**B. Awareness**

- 1. **Text blast brigade** - Text blast brigade via CRM and EC will be sent to the OFW clients.  
*Good news Ma’am/Sir! Our seniors are some of the most important figures in our lives. They are our role models; it is with pride and gratitude that we announce your exclusive discount only at Sophia Jewellery. Hurry and claim your special discount at the nearest store. See you!*
- 2. **Intercept** - EC will intercept clients and can use this introductory spiel for reference.  
*“Good day, Maam/Sir! Welcome to Sophia Jewellery. Meron po tayong Exclusive discount para sa mga Senior Citizen sa lahat po ng regular item namin. Pwede nyo po pang regalo sa sarili nyo (if client is a senior citizen), sa magulang nyo, (if client is non senior) (direct the clients to the VM display of regular item)*

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

Thank you.

  
Darlyn D. Espiritu  
Marketing Director