

To : Sales Team  
From : Marketing Team  
Re : **SJI x Yubenco Reward Card Partnership**  
Date : December 14, 2023  
CC : CBB, SC, HR, ACCTG, MIS, AUDIT

Greetings!

We are excited to inform you that we collaborated with Yubenco Reward Card to promote awareness of our ZYP, ZYT, ZYG and ZYA branches and improve their transaction. With the help of this tie-up activity, we will be able to attract clients, increase foot traffic and build strong relationship with our clients and mall partner.

Please be guided on the following:

**A. Mechanics**

- 1. Clients can avail 35% discounts on all regular items excluding rematado, consignment, and overaged items starting December 15, 2023 – December 31, 2024.
- 2. Clients must present their Yubenco Reward Card upon payment. Please make sure the validity has been updated and is still valid.



- 3. Discount 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. Discount is not convertible to cash.
- 5. Discount is NOT valid in conjunction with other promotions.
- 6. Discount is NOT valid for Hulug-Hulugan Savings payment.
- 7. No additional discounts should be given on top of this.
- 8. For auditing purposes, input code **#YRCP** in the remarks tab.

**B. Promotion applies to ZYT, ZYP, ZYG and ZYA Outlets only.**

**C. Awareness**

- 1. **Text Blast spiel** to ZYT, ZYP, ZYG and ZYA clients.  
*“Good news Ma’am/Sir xxx! Enjoy additional discounts on any regular items when you purchase from Sophia Jewellery using your Yubenco Reward Card. Hurry! Visit us now at Sophia Jewellery at (please revise according to store address) and choose the best jewelry piece that you deserve. See you!”*
- 2. The Marketing team shall provide a content poster that will be used by ZYT, ZYP, ZYG and ZYA in the store’s Facebook posting and My story.

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

Thank you.

  
Darlyn D. Espiritu  
Marketing Director