

To : Sales Team
From : Marketing Team
Re : **SJI x Gaisano Suki Card Partnership**
Date : September 14, 2023
CC : CBB, SC, HR, ACCTG, MIS, AUDIT

Greetings!

We are excited to inform you that we collaborated with Gaisano Suki Card to promote awareness of our IGC and CGM branch and improve their transaction. With the help of this tie-up activity, we will be able to attract clients, increase foot traffic and maintain loyalty among our clients.

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 September 15, 2023 – until further notice.
- 2. Clients must present their Gaisano Suki card upon payment. Pls see below photo for reference of the suki card.



- 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 **#GSCP** in the remarks tab.

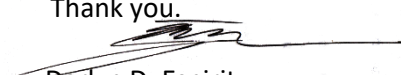
B. Promotion applies to IGC and CGM Outlets only.

C. Awareness

- 1. **Promotional Collaterals** –Tent card will be displayed at IGC and CGM starting September 15, 2023. Mktg team will deliver the collaterals to IGC and CGM outlet.
- 2. **Text Blast spiel to IGC and CGM clients.**
“Good news Ma’am/Sir xxx! Enjoy additional discounts on any regular items when you purchase from Sophia Jewellery using your Gaisano Suki 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!”
- 3. The Marketing team shall provide a content poster that will be used by IGC and CGM in the store’s Facebook posting and My story.
- 4. There will be posts on the Gaisano Facebook page and LED TV advertisements.

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

