

To: Sales Team  
From: Marketing Team  
Re: **2024 FLOMLOK FESTIVAL SALE**  
Date: September 4, 2024  
CC: SC, HR, ACCTG, MIS, AUDIT

Maayong Adlaw!

The Flomlok festival honors the town's rich cultural heritage but also serves as a time for the community to come together and celebrate their local identity. In line with this event, we will be hosting our Flomlok Festival Sale at the CGP outlet to honor the rich history and vibrant community of Polomolok City.

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

**WHAT:** FLOMLOK FESTIVAL SALE  
**WHEN:** September 7 - 14, 2024  
**WHERE:** Polomolok outlet only (CGP)  
**HOW:**

A. Mechanics

1.1 All clients who make purchases on September 7 - 14, 2024, can avail a special 35% discount on all regular gold, consignment and diamond items except rematado, made to order and forever sale items.

1.2 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"/>		

1.3 For auditing purposes, enter the promo code **#24PFF**.

B. Awareness

1. **Text blast Brigade** – Text blast will be done through CRM and EC’s

*“Good news! Sophia Jewellery will be having our Flomlok Festival Sale on September 7 - 14, 2024. Hurry and head to Sophia Jewellery Polomolok branch and go get that jewelry you've been eyeing for. Hurry and take advantage of this limited time offer. Visit us NOW”!*

2. **Intercept** - EC will intercept clients and can use this introductory spiel for reference.

*“Good afternoon, Ma’am/Sir, meron po tayong Flomlok Festival Sale ngayon, and meron po tayong special discounts sa mga regular items for limited period. Pasok po kayo para makita nyo mga items namin. You deserve to reward yourself po.” (you can translate it into own dialect)*

As a reference of documentation, you can send us some photos of our clients who availed the promo to marketingadmin@sophiajewellery.com and cc maaabella@teamtngc.com and sophia.ddespiritu@gmail.com. You may also post it on your respective store’s FB account.

For any concerns and feedback regarding the promotion, please feel free to contact M’ Mary Ada Abella from the Marketing team on 0917-795-7460.

Thank you.

  
Darlyn D. Espiritu  
Marketing Director