

To: Sales Team
From: Marketing Team
Re: **2023 DIPOLOG “ARAW NG ZANORTE SALE”**
Date: May 30, 2023
CC: CBB, SC, HR, ACCTG, MIS, AUDIT

Maayong Adlaw!

The Araw ng Zanorte is a week-long celebration of its 67th founding anniversary with the Saulog festivities. The Araw ng Zanorte is celebrated every June with its highlight fixed on June 6. In line with the celebration, we will be holding our Araw ng Zanorte in Dipolog outlets.

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

WHAT: DIPOLOG “ARAW NG ZANORTE SALE”

WHEN: June 1 - 7, 2023

WHERE: Dipolog outlets only (DCM & DLC)

HOW:

A. Mechanics

- 1.1 All clients who make purchases on June 1-7, 2023, can avail a special 35% discount on all regular gold items except rematado, made to order, consignment, and overage Jewelry.
- 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 **#23DAZ**.

B. Awareness

- 1. Promotional Collaterals** – Starting June 1-7, 2023, Fiesta Sale posters will be displayed in DCM & DLC outlets.
- 2. Text blast Brigade** – Text blast will be done through CRM and EC’s
“Good news! Sophia Jewellery will be having our Araw ng Zanorte Sale from June 1 - 7 only. Hurry and head to Sophia Jewellery Center Mall and Lee Plaza branch and go get that jewelry you've been eyeing for. Hurry and take advantage of this limited time offer. Visit us NOW”!
- 3. Intercept** - EC will intercept clients and can use this introductory spiel for reference.
“Good afternoon, Ma’am/Sir, meron po tayong Araw ng Zanorte 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)
- 4. Social media Ads/Posting** - Social Media Ads/Posting - The Marketing team shall schedule FB posting/ads/my story. Pls share it also to stores’ FB account.

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

- a. As a reference of documentation, you can send us some photos of our clients who availed the promo to marketingadmin@sophiajewellery.com and cc sophia.cmveloso@gmail.com and sophia.ddespiritu@gmail.com. You may also post it on your respective store’s FB account.
- b. The debriefing will be done by Ma’am Colleen via phone call on June 8, 2023.

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

Thank you.


Darlyn D. Espiritu
Marketing Director