

To: Sales Team

From: Marketing Team

Re: **2024 PANABO “BINULIG FESTIVAL SALE “**

Date: October 10, 2024

CC: SC, HR, ACCTG, MIS, AUDIT

Maayong Adlaw!

Binulig Festival is the yearly agricultural festival in the city of Panabo, Davao del Norte, every second week of October. In line with the celebration, we will be holding our Binulig Festival Sale in PGS outlet.

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

WHAT: “BINULIG FESTIVAL SALE”

WHEN: October 14-16, 2024

WHERE: PGS outlet only

HOW:

A. Mechanics

- 1.1 All clients who make purchases on October 14 - 16 can avail the special 35% discount on all regular, diamond, and consignment items. Rematado and Forever Sale items are not included.
- 1.2 Promotion 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 Additional discounts can no longer be given on top of this. Since this is overlapping with the other institutionalized discount only one promo code shall be applied during the promo period.
- 1.4 For auditing purposes, enter the promo code **#24PBF**.
- 1.5 The promo is open to **PGS** outlet only.


B. Awareness

- 1. Text blast Brigade** – Text blast will be done through CRM and EC’s.
“Good news Panaboans! Sophia Jewellery is on Binulig Festival Sale from October 14- 16, 2024. Visit the Sophia Jewellery Panabo Gaisano branch and go get your desired jewelry now. 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.
“Happy Fiesta po, Ma’am/Sir, meron po tayong Binulig Festival Sale ngayon, and meron 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 Panabo’s dialect)
- 4.Social media Ads/Posting** - A content poster will be created by the marketing team and will be posted via the respective store's Facebook account (**PGS**).

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 festival sale, please feel free to contact M’ Mary Ada Abella from Marketing team at 0917-795-7460.

Thank you.


Darlyn D. Espiritu
Marketing Director