

To: Sales Team

From: Marketing Team

Re: **CDO “HIGALAAY FESTIVAL”**

Date: August 17, 2023

CC: CBB, SC, HR, ACCTG, MIS, AUDIT

Maayong Adlaw!

The Higalaay Festival Sale is a patronal festival held each year in Cagayan de Oro. It is a week-long festivity filled with a series of colorful, culturally-rich and fun-filled core events that culminate every last week of August. In line with the celebration, we will be holding our Higalaay Festival Sale in all CDO stores.

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

**WHAT:** “HIGALAAY FESTIVAL SALE”

**WHEN:** August 21 – 28, 2023

**WHERE:** CGM and CLM

**HOW:**

**A. Mechanics**

- 1.1 All clients who make purchases on August 21 – 28, can avail the special 35% discount on all regular items. Consignment, 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 Mabuhay OFW Sale, Kids Collection, and other institutionalize discount only one promo code shall be applied during the promo period.
- 1.4 For auditing purposes, enter the promo code **#23CHF**.
- 1.5 Promo is open to **CGM and CLM** outlets only.

**B. Awareness**

- 1. Promotional Collaterals** – From August 21 - 28, 2023, Fiesta Sale poster will be displayed in CGM & CLM.
- 2. Text blast Brigade** – Text blast will be done through CRM and EC’s.
- “Good news Cagayanons! Sophia Jewellery is on Higalaay Festival Sale from August 21 to 28. Visit the nearest Sophia Jewellery Cagayan branch and go get your desired jewelry now. 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 Higalaay 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 Cagayan’s 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 [sophia.mtfrancisco@gmail.com](mailto:sophia.mtfrancisco@gmail.com) and cc [sophia.cmveloso@gmail.com](mailto:sophia.cmveloso@gmail.com) and [sophia.ddespiritu@gmail.com](mailto:sophia.ddespiritu@gmail.com) . You may also post it on your respective store’s FB account.
- b. Debriefing will be done by Ma’am Mylene via phone call on August 29, 2023.

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