

To: Sales Team
 From: Marketing Team
 Re: **April 2023 Pay Day SALE**
 Date: April 13, 2023
 CC: CBB, SC, HR, ACCTG, MIS, AUDIT

Good News! **Pay Day** is coming! To take advantage of this, we will be offering a PAYDAY SALE on selected dates in April. Let's seize this chance to empower more women!

Please share the good news to our clients, family & friends.

WHAT: Pay Day SALE
WHEN: April 14-16 and April 28-30, 2023
WHERE: All Sophia Jewellery Outlets
WHO CAN JOIN THE PROMO: All clients Mindanao-wide
HOW:

A. Mechanics:

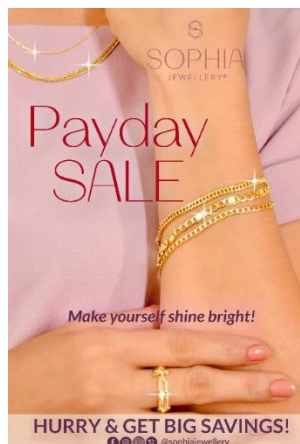
- Customers can avail a 35% discount on all gold & diamond Jewelry except consignment, made to order items, rematado, and forever sale items.
- Promo is open to the following transactions:

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"/>	

- Additional discounts can no longer be given.
- Promo will run at all Sophia Jewellery outlets.
- Promo will run from April 14-16 and April 28-30, 2023 only.
- Place promo code #23PS on the remarks tab.

B. Awareness:

- Promotional Collaterals** – On April 14-16 and April 28-30, Pay Day Sale poster will be displayed in all stores.



2. Wearing of RED SALE shirt – The red SALE shirt will be worn on April 14-16 and April 28-30, 2023. For more information on the guidelines of wearing red sale shirt, please see memo MKTG0521-0172.

3. Text Brigade – Text blast brigade via CRM and EC will be sent to the clients.
“Hard work does pay off! This payday, give yourself a wonderful treat. Hurry over to Sophia Jewellery and go get that jewelry you've been eyeing for on our 3-Day Payday Sale from April 14-16. Take advantage of the special discount! Visit us NOW!”

Note: Please revise the dates since we'll be having 2 separate activity dates

4. Intercept – EC will intercept clients using the SALE sintraboard and can use this introductory spiel for reference. *“Good day Ma’am Sir, welcome to Sophia Jewellery! Meron po kaming Pay Day SALE ngayon. Makaka avail po kayo ng special discount sa mga items namin. 3 days lang po ito mam/sir kaya take advantage na po. Deserve nyo po regaluhan sarili nyo from your salary.” (then offer items)*

5. Social media Ads/Posting – The Marketing team shall schedule FB posting/ads/my story, Viber and Instagram posting as an additional online awareness.

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

- a. As a reference of documentation, photos of store with the poster must be sent via email to M’Mylene at marketingadmin@sophiajewellery.com and cc sophia.veloso@gmail.com and sophia.ddespiritu@gmail.com on April 14, 2023 (for April 14-16) & April 28, 2023 (for April 28-30).
- b. Debriefing will be done by Ma’am Colleen on May 2, 2023.

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

For your information and guidance.

Thank you



Darlyn D. Espiritu
Marketing Director