

To: Sales Team

From: Marketing Team

Re: **“ARAW NG PANABO FESTIVAL SALE”**

Date: March 22, 2023

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

Maayong Adlaw!

The Araw ng Panabo is a weeklong celebration of Panaboans, a commemoration of its founding day as a Province. Araw ng Panabo Festival is a month-long celebration. In line with the celebration, we will be holding our Araw ng Panabo Festival sale in Panabo outlet.

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

WHAT: **“ARAW NG PANABO FESTIVAL SALE”**

WHEN: **March 24 - 31, 2023 only**

WHERE: **Panabo outlet only**

HOW:

A. Mechanics

- 1.1 All clients who make purchases on March 24 - 31, 2023 will get an additional **5%** 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 Wedding Ring Sale, only one promo code shall be applied during the promo period.
- 1.4 For auditing purposes, enter the promo code **#23PAP**.
- 1.5 Promo is open to **Panabo** outlet only.

B. Awareness

- 1. **Promotional Collaterals** – Starting March 24 - 31, 2023, Fiesta Sale poster will be placed in Panabo outlet.
- 2. **Text blast Brigade** – Text blast will be done through CRM and EC’s
 - “Good news Panaboans! Sophia Jewellery will be having our Araw ng Panabo Sale from March 24-31 only. Get that jewelry you’ve been eyeing for at Sophia Jewellery Gaisano Grand Mall branch. Hurry and take advantage of this exclusive and limited time offer. Visit us NOW”*
 - Intercept** - EC will intercept clients and can use this introductory spiel for reference.
 - “Good afternoon, Ma’am/Sir, meron po tayong Araw ng Panabo Sale ngayon, and meron po kaming special discounts sa mga regular items for limited time period. Pasok po kayo para makita nyo mga items namin. You deserve to reward yourself po.”(you can translate it into own dialect)*
 - 3. **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. Debriefing will be done by Ma’am Colleen via phone call on March 31, 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