

To: Sales Team  
From: Marketing Team  
Re: **2024 TUNA FESTIVAL SALE**  
Date: August 28, 2024  
CC: SC, HR, ACCTG, MIS, AUDIT

Maayong Adlaw!

The Tuna Festival is an annual celebration held in General Santos City, Philippines, during the first week of September to commemorate the city’s founding day on September 5. In line with this event, we will be hosting our Tuna Festival Sale at the GKJ outlet to honor the rich history and vibrant community of General Santos.

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

**WHAT:** TUNA FESTIVAL SALE  
**WHEN:** August 30 - September 7, 2024  
**WHERE:** General Santos outlet only (GKJ)  
**HOW:**

**A. Mechanics**

- 1.1 All clients who make purchases on August 30 – September 7, 2024, can avail a special 35% discount on all regular gold, consignment and diamond items except rematado, made to order 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 **#24GTF**.

**B. Awareness**

- 1. Text blast Brigade** – Text blast will be done through CRM and EC’s

*“Good news! Sophia Jewellery will be having our Tuna Festival Sale from August 30 – September 7, 2024 only. Hurry and head to Sophia Jewellery General Santos branch and go get that jewelry you've been eyeing for. 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.

*“Good afternoon, Ma’am/Sir, meron po tayong Tuna 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 own dialect)*

- 3. Social media Ads/Posting** - Social Media Ads/Posting - The Marketing team shall schedule FB posting/ads/my story. Please share it also to stores’ FB account.

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 promotion, please feel free to contact M’ Mary Ada Abella from the Marketing team on 0917-795-7460.

Thank you.

  
Darlyn D. Espiritu  
Marketing Director