

To: Sales Team
From: Marketing Team
Re: **2024 TIMPUPO FESTIVAL SALE**
Date: August 7, 2024
CC: SC, HR, ACCTG, MIS, AUDIT

Maayong Adlaw!

Timpupo Festival, also called Timpupo Fruit Festival, is the annual fruit festival and the founding anniversary celebration of Kidapawan City every August 18. In line with the celebration, we will be holding our Timpupo Festival Sale in KGM outlet to honor the rich history and vibrant community of Kidapawan.

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

WHAT: 2024 TIMPUPO FESTIVAL SALE
WHEN: August 12-19, 2024
WHERE: Kidapawan outlet only (KGM)
HOW:

A. Mechanics

- 1.1 All clients who make purchases on August 12-19, 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 **#24TFS**.

B. Awareness

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

“ Good News! Sophia Jewellery bringing Timpupo Festival Exclusive Sale from August 12-19, 2024 at our Kidapawan Branch. It’s the perfect time to grab that stunning piece you’ve been eyeing and shine even brighter. Come visit now and treat yourself or find the perfect gift.”

- 2. Intercept** - EC will intercept clients and can use this introductory spiel for reference.

“Good afternoon, Ma’am/Sir, meron po tayong Timpupo 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)

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