Memorandum: MKTG0921 - 0183

To : Sales Team

From : Marketing Team

Re : Special Discount for Newly Registered Voters

Date: September 27, 2021

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

Greetings from the Marketing Team!

To align with the efforts and campaign of the city to encourage the non-registrant voters to register and practice their rights to vote, we are pleased to announce that Sophia Jewellery will be having a promotion exclusively for the Newly Registered Voters only.

Please see the details below and spread the good news to our clients, families and friends:

WHAT: "SPECIAL DISCOUNT FOR NEWLY REGISTERED VOTERS"

**WHEN:** September 25 - 30, 2021

WHERE: All Sophia Jewellery Outlets

WHO CAN JOIN THE PROMO: All Newly Registered Voters Mindanao Wide

## HOW:

## I. Promo Mechanics

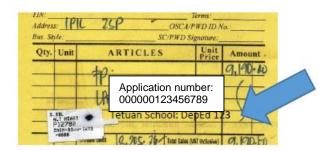
- a. Newly Registered voters can avail of the additional **5% Discount** on all regular items except MTO, rematado, consignment and sale items.
- b. No minimum purchase requirement.
- c. Valid for newly registered voters only, other type of application is not entitled of the additional discount.
- d. Newly Registered voters must present their original New Voters Registration Acknowledgement Receipt with a checkmark on the Registration and a valid ID upon purchase to avail the discount. NO new voters registration acknowledgment receipt, NO discount.

See sample card below

Type of Application Registration Transfer Reactivation Application for Registration		ACKNOWLEDGEMENT RECEIPT  Transfer with Reactivation Change of Name/Correction of Entry Reinstatement/Inclusion							Application No.  000000123456789  This is to acknowledge receipt of your application. Your application is subject for Approval/Disapproval by the Election Registration Board	
Last	DELA CRUZ									(ERB). You need not appear in the ERB hearing unless required through a written notice.  Date of ERB Hearing
First	SOPHIA									
Middle	LOPEZ	I III				LLL				

- e. Promo is NOT applicable for Hulug-hulugan savings.
- f. Discount is non-transferable.
- g. Additional discounts can no longer be given on top of this.
- h. Promo is open to Cash, G-cash, Debit Card, Credit Card Transaction straight payment only.

i. Official Receipt must indicate "special discount- newly registered voter" for auditing purposes.



- j. Input the promotional code for this promotion **#21VR** at the remarks for auditing purposes.
- k. Store must have their own monitoring sheet for the recording of clients who availed of the discount.

## II. Awareness

- a. **Social media Ads/Posting** The Marketing team shall schedule FB posting/ads/my story, Viber and Instagram posting as an additional awareness online.
- b. **Text Brigade** Text blast brigade through CRM and EC will be sent to clients. "Good news Ma'am/Sir! You can get an additional discount with Sophia Jewellery just by presenting your New Voters Registration receipt. Hurry and visit any of our outlets near you. See you!"
- Intercept EC will intercept clients and can use this introductory spiel for reference.
  "Hello Ma'am/Sir, Welcome to Sophia Jewellery! Meron po kaming special discount for newly registered voters. Just present lang po yung New Voters Registration receipt so you can avail of the additional discount. "Note: You may translate the spiel according to your client's dialect.

Should you have any concerns with the promotion you may call Marketing team at 991-2956 or M' Colleen Veloso at 0917-795-7460.

For your information and guidance.

Thank you.

Darlyn D. Espiritu Marketing Director