

To: Sales Team
From: Marketing Team
Re: **“MABUHAY OFW” SPECIAL SALE**
Date: July 26, 2022
CC: CBB, SC, HR, ACCTG, MIS, AUDIT

Greetings!

Modern-day Heroes. This is how we call our overseas Filipino workers (OFW) for a variety of reasons. Being apart from loved ones, working hard abroad to create a better life, experiencing loneliness and homesickness, and dealing to cultural differences are just a few of the sacrifices made by our fellow "kabayan".

In order to express our gratitude, honor and respect for our modern-day heroes, we will have our very first-ever "Mabuhay OFW Sale".

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

WHAT: **MABUHAY OFW SALE “A tribute to our Kabayan”**
WHEN: August 1 – 31, 2022
WHERE: All Sophia Jewellery outlet

HOW:

A. Mechanics

- 1.1 Promo is only exclusive to all Overseas Filipino Workers (OFW) and immediate relative family member of an OFW.
- 1.2 Immediate relative refers to the following:
 - If single – parents and siblings
 - If married – Spouse and children
- 1.3. OFW’s can avail the special 35% discount on all regular items except for rematado, consignment & overage.
- 1.4. OFW’s must present a valid identification such as OWWA - issued OFW ID, MARINA - issued seaman's book, Contract of Employment, Certificate of Employment, Passport with Working Visa, Foreign Passport, OFW E-Card, Foreign ID card and company identification as a proof of being an overseas Filipino worker.
- 1.5. Promo is Open to all Cash, Debit, G-cash & Credit Card transaction (straight payment).
- 1.6. Additional discounts can no longer be given on top of this.
- 1.7. Store EC’s will have to input the clients’ ID number and update the client’s profession in the system for reference.
- 1.8. For auditing purposes, EC’s must input #22OFWS when processing the transaction in the system.
- 1.9. Promo will run in all Sophia Jewellery branches from August 1 – 31, 2022.

B. Awareness

1. Promotion Collateral

- a. Starting August 1, Your Honor sale collaterals will be replaced with the Mabuhay OFW Sale.



b. We'll fill the balloon holder with light pink and chrome purple balloons.



c. Posters for the MABUHAY OFW Sale will be distributed as part of awareness campaigns to various government offices, manpower offices and ticketing offices.

2. Text blast brigade - Text blast brigade via CRM and EC will be sent to the clients.

"Good news Sir/Mam! We are very grateful to our hard working, selfless, strong and heroic overseas workers. As a way of saying thank you, we are having our Mabuhay OFW Sale exclusive to all OFW's starting on August 1. Enjoy big discounts on all regular items by just simply showing a proof of identification. Come see us today!

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

"Good afternoon, Ma'am/Sir, pwede po ba naming malaman ang profession nyo? (if OFW) Saktong sakto po ma'am meron po kaming Mabuhay OFW Sale ngayon exclusive po para sa inyo, pwede nyo po itong ipang reward sa sarili nyo. Makaka avail po kayo ng exclusive discount. You deserve to reward yourself po."

4. Social media Ads/Posting - The Marketing team shall schedule FB posting/ads/my story, Viber and Instagram posting as well as online poster to our partnered mall's social media account for additional awareness. On August 1, 2022, the cover photo of the stores Facebook accounts must be changed from Your Honor Sale to Mabuhay OFW Sale. Please check the cover photo of our Official Facebook Page for your reference.

5. Newspaper Ads - We will place ads to feature the MABUHAY OFW Sale announcement in our partnered newspaper.

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

a. As a reference of documentation, photos of store, along with the EC/SIC must be send to Ma'am Mylene at marketingadmin@sophiajewellery.com , cc M'Colleen at sophia.cmveloso@gmail.com and sophia.ddespiritu@gmail.com on August 5, 2022.

b. Debriefing will be done by Ma'am Colleen via phone call on August 5, 12, 19 and 26.

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