

NEWS CLIPPING

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7-Eleven offers exclusive Dreamworks collectibles

KUALA LUMPUR: 7-Eleven Malaysia is back with its latest loyalty programme, the exclusive and 1st of its kind, DreamWorks KouKou collectibles! KouKou, pronounced as "KoKo", is based on the Chinese word "KOU" which stands for mouth or bite. The Chinese character is written as "口", which could be cleverly incorporated into the "o's" in KouKou as a representation of its origin.

Featuring iconic DreamWorks characters from well-loved animations such as Shrek, Madagascar, Kung Fu Panda, How to Train Your Dragon and Trolls; these 'bite-size buddies' are now available in all 7-Eleven stores nationwide, and the first to be launched in Malaysia following its global launch on 25 August 2017.

There are 20 KouKou characters in total to be collected, among them all-time favourites such as Alex and Marty of Madagascar, Po and Mei-Mei of Kung Fu Panda fame, Shrek and his gang as well as the latest stars, Poppy and Branch from

Trolls! Each collectible comes in individual 'blind' packs to provide an element of fun and surprise to collectors.

The campaign will run for 8 weeks until the 23 October 2017. During this period, customers will be rewarded with one programme sticker for every RM5 spent in a single receipt on selected purchases in-store while bonus programme stickers will be rewarded when each purchase includes a preferred partner's product such as those from Coca-Cola and Mondelez among others. Once all 22 stickers are collected, customers can redeem one free KouKou!

7-Eleven Malaysia's Deputy CEO, Mr. Hishammudin Hasan said, "We are incredibly delighted to present our highly exclusive DreamWorks KouKou collection. These adorable collectibles would most certainly appeal to all, especially fans of DreamWorks' animated feature films.

Furthermore, KouKou's exclusivity as a DreamWorks-licensed prod-



7-ELEVEN Malaysia Deputy CEO, Hishammudin Hasan (left) and 7-Eleven Malaysia General Manager (Marketing), Ronan Lee posing with DreamWorks KouKou collectibles available in all 7-Eleven stores nationwide. PHOTO: BERNAMA

uct and the first of its kind launched in Malaysia makes this mini-sized companion even more desirable, alongside its multi-functional uses such as a stationery holder, a pin cushion for your sewing materials, or even as a stress ball to relieve

tension whether you're studying or at work. We believe that this exclusive loyalty programme will win the hearts of our customers as meeting our customers' needs has always been our utmost priority." - Bernama