

NEWS CLIPPING

EVENT	KouKou Cute Collectibles
PUBLICATION	The Sun
PAGE/SECTION	18/Media & Marketing
DATE	21 September 2017
TIME	-

KouKou cute collectibles

7-ELEVEN Malaysia adds some cuteness to their customers' day with its latest loyalty programme - DreamWorks KouKou collectibles!

The adorable KouKou (pronounced as "koko"), is modelled after beloved DreamWorks characters: Alex and Marty of *Madagascar*, Po and Mei-Mei of *Kung Fu Panda*, Shrek and his companions, as well as recent additions Poppy and Branch from *Trolls*.

"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," said 7-Eleven Malaysia deputy CEO Hishammudin Hasan.

"Furthermore, KouKou's

exclusivity as a DreamWorks-licensed product and the first of its kind launched in Malaysia makes these mini-sized companions 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 giveaways will win the hearts of our customers as meeting our customers' needs has always been our utmost priority."

Similar to prior loyalty programmes, 7-Eleven Malaysia customers will need to collect stickers to redeem one DreamWorks KouKou "blind pack". Simply purchase a minimum of RM5 worth of items in a single

receipt to receive one sticker. Purchases with selected partner products will receive a bonus sticker. For every 22 stickers collected, customers can redeem one blind pack. Issuance of stickers will end on Oct 23, 2017.

Until then, customers can also try their luck in winning win exclusive DreamWorks KouKou products with the "What is Your KouKou Doing?" contest! Snap a creative Boomerang video of what your Koukou is up to, then upload onto Facebook or Instagram and tag @7ElevenMalaysia along with the hashtags

#DreamWorksKouKou

#7ElevenMY and #WYDKouKou.

There are 20 KouKou characters to collect, so don't wait! For more information, visit the official 7-Eleven Malaysia website.



Hishammudin (left) and 7-Eleven Malaysia marketing general manager Ronan Lee with some of the cute KouKou collectibles.