

NEWS CLIPPING

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On how social media has impacted or promoted your business brand.

Given the increasing sophistication and digitalisation of today's consumers, social media has been an invaluable asset to communicate our brand promise as we constantly keep abreast not only of shifting consumer demands but also changes in technology and communication channels, among others.

On the company's digitalisation efforts and how it has helped in branding.

The digitalisation efforts we've embarked on are all driven by data – we essentially reach out to different segments of consumers with the right message or offering catering to their needs which then directly leads to more brand advocacy and loyalty.

Challenges faced by your company in a challenging economic environment.

The core challenge lies in the ability to differentiate, and being able to do that in the context of consumer needs. We focus intently on our customers' needs and strive to offer innovative and trending products as well as improve our services and offerings to meet expectations.

On strategies put in place to boost the company's brand image.

Our strategies to boost our brand image are derived from comprehensive research and insights studies centred on our mission of providing true convenience. We



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utilise an integrated approach across multiple channels from targeted advertising & communications, sourcing for products that are in demand by consumers to having the right layout and relevant store ambience among others.

The importance of a meaningful connection between a brand and a consumer in brand-building.

Consumers love brands that act in more human and personal ways. They want an emotional engagement, a solid relationship consisting of loyalty, honesty, reliability, longevity and commitment. Our customers are the most important part of our brand-building and we strive to satisfy them 24/7 through collaborative marketing, putting people center stage in our marketing and development plans as we're all about being Always There For You.