

NEWS CLIPPING

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'Illumination' at 7-Eleven!

GET hyped, fans of the Despicable Me and Minions film franchise, especially with 7-Eleven Malaysia's launch of its Minions Da! Da! Da! campaign coinciding with the upcoming football World Cup championship taking place in Russia soon.

The adorable Minions are now available, football-themed inspired, as key rings and bag tags. There are a total of 16 attractive designs to collect, presented in individual "blind" packs for an added element of mystery and surprise.

Securing one or more for yourself is utterly easy. From now until July 23, simply purchase a minimum of RM5 in a single receipt to be eligible for a sticker. Collect 10 stickers and redeem a blind pack containing a Minions Da! Da! Da! key ring or bag tag.

To expedite your collection and secure limited-edition Minions, acquire bonus stickers which can be attained when purchases include preferred products such as Coca-Cola, Dutch Lady, Mentos, Mondelez and other participating brands.

"This exclusive 'goal-lection' is truly one of a kind and would definitely be a hit among fans and avid collectors, especially with its exclusivity as a Universal Studios-licensed

product," said 7-Eleven Malaysia Marketing general manager Ronan Lee.

Until June 30, don't miss out on the loyalty programme, "Who's Your Final 2" social media contest, offering prizes such as a special Minions-themed Fujifilm Instax cameras and limited edition Minions lanyards. To win these exciting prizes, just snap a creative photo of your chosen "final two football teams" using the re-deemed key rings or bag tags, tagging @7ElevenMalaysia with hash tags #MinionsDaDaDa, #MDDFinal2 and #7ElevenMY, followed by sharing it on Facebook or Instagram.

In addition, as it is the holy month of Ramadan, 7-Eleven Malaysia is running its annual Semurni Kasih charity campaign until June 18. Customers can make donations of basic necessities purchased from 7-Eleven stores which will be distributed to needy homes and charitable causes across the nation. By aiding the underprivileged, customers will also be rewarded with stickers for the Minions Da! Da! Da! campaign.

For more information, visit www.7eleven.com.my, or follow 7ElevenMalaysia on Facebook, Instagram and Twitter.



From left: 7-Eleven Malaysia sales & operations general manager Liew Kian Meng and Lee showcase the Minions Da! Da! Da! Collection.