

## NEWS CLIPPING

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| EVENT        | Cool pins up for grabs with 7-Eleven's latest campaign |
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**MEDIA & MARKETING**

# Cool pins up for grabs with 7-Eleven's latest campaign

» The DreamWorks All Stars Pins comes in 31 eye-catching designs

THE latest loyalty redemption campaign from 7-Eleven Malaysia features wildly popular characters from four iconic titles of the DreamWorks world.

Have a trip with Alex and friends from Madagascar, get into action with Po and his team from Kung Fu Panda, or enjoy bizarre adventures with Shrek and colour your life with the cast of Trolls!

The DreamWorks All Stars Pins™ come in 31 eye-catching designs, each featuring a piece of the DreamWorks world.

From now until Jan 21, 2019, for every selected purchase of RM5 and above in a single receipt at any 7-Eleven outlet, a program sticker will be rewarded. As a bonus, an additional sticker will be rewarded if the purchase includes a promotional partner product.

Customers get to score a free pin by simply collecting 10 stickers or may opt to speed up their collection by topping up an additional RM6.90 once the campaign stickers are collected.

7-Eleven Malaysia CEO Colin Harvey said the company is always striving to meet the demands of its customers by introducing regular innovative programs and promotions.

"We are pleased to introduce DreamWorks All Stars Pins™ as the culmination of a great year that has already seen the iconic Minions and Marvel characters making an appearance at our stores.

"We believe these one of a kind pins will win the hearts of many and our customers can expect to be rewarded when they shop with us as we're Always There For You," said Harvey.

Ronan Lee, Marketing General Manager of 7-Eleven Malaysia said with the Christmas season around the corner, these unique pins are definitely a present worthy of gifting to our

loved ones or simply a way to make a fabulous fashion statement as it can be used to accessorize garments, caps, bags, sneakers and more. Furthermore, with the 'Let's Pin with Style' online contest, 2 cuddly exclusive XL-sized Po plush toys are up for grabs.

Participants simply need to post a photo of them using the pins in the most creative manner on Facebook or Instagram with the hashtags #DWAllStarsPins and #7ElevenMY.

7-Eleven Malaysia is the largest stand-alone convenience store-chain nationwide, with more than 2,250 outlets across the country. For more information on DreamWorks All Stars Pins™, please visit [www.7eleven.com.my](http://www.7eleven.com.my) or follow 7ElevenMalaysia on Facebook, Instagram and Twitter.



From left Harvey and Lee with the Dreamworks All Stars Pins collection.