

7-Eleven presents 'Fashionvenience Contest'

KUCHING: 7-Eleven Malaysia announced its very own Instagram contest, 'Fashionvenience Contest', with prizes worth more than RM40,000 up for grabs to reward loyal customers.



Lee (centre) and his 7-Eleven team posing for a photo with the contest prizes.

The contest is open to all 7-Eleven customers nationwide and the participation period is from now until next Monday (Oct 6).

This fun and engaging contest will require participants posing in their best #OOTD (outfit of the day) before posting it onto their Instagram account and the more entries one submits, the higher the chance of winning!

The grand prize winner will receive a Chanel grand shopping tote worth RM10,500 whereas the second prize would be a Prada tote worth RM7,800 and there would be two third prizes of a Marc Jacobs laptop case worth RM600 each while 100 consolation prize winners will win a Zalora shopping voucher worth RM250 each.

To participate, customers just have to follow these three easy steps. Firstly, spend RM6 and above on products (excluding tobacco and reloads) in a single receipt to be eligible to submit one contest post. Secondly, take a selfie with your outfit of the day and a clear shot of the transaction receipt. Finally, collage your #OOTD with the receipt and then upload it on Instagram with the hashtags, #Fashionvenience, #7ElevenMY, #Glampot and #Zalora.

"We at 7-Eleven Malaysia will always strive to live up to our tagline, 'Always There For You', as we continue to roll out more innovative and out of the box contests and promotions for our loyal customers," said 7-Eleven Malaysia marketing general manager Ronan Lee in a recent press release.

“It has always been our priority to put the needs of our customers first by offering interesting promotions and contests that sometimes run simultaneously with one another and that we’re delighted to keep achieving new grounds as we bring the world of haute couture to our world of convenience. We hope that with this contest, it would help further enrich the lives of our loyal customers,” he said.

Apart from this fashionable contest, the brand recently introduced its ‘Wow! Buy More & Win Big’ promotion where customers may enjoy selected combo purchases and buy 2 offers.

For more information, visit www.7eleven.com.my or its Facebook page at 7ElevenMalaysia.