

Go crazy with 7-Eleven

MALAYSIA'S favourite 24-hour convenience store has come up with an awesome campaign that is sure to capture the interest of shutterbugs, selfie, wefie and photography fans. Its campaign title **“Gila-Gila with 7-Eleven”** will reward loyal customers with prizes worth up to **RM250,000 over the course of a year**, courtesy of its campaign partner, Honor by Huawei.

The campaign was launched on Feb 1 and requires store purchase. The campaign will see different themes observed each month as in Chinese New Year at present, Mother's Day, Best Friend's Day, Outfit of the Day, etc. Participation is kept simple. Just make ANY purchase as there is no minimum purchase requirement. Collect the transaction receipt and make a collage of it with your chosen photo entry (according to the theme for the month) before posting it up on 7-Eleven Malaysia's Facebook page, as well as your personal Facebook wall. Tag it with the required hashtags.

You may send in as many entries as you wish in a month, but each must be accompanied with new/different transaction receipts which should be easy, with the wide range of offerings and services offered at 7-Eleven. Note that the more entries sent, the higher the probability of winning, as selections are based on evaluation by a judges' committee, along with public votes.



From left: Lee, 7-Eleven Malaysia PR executive Suhaila Sariffuddin, a staff of the convenience store and Lew.

During this month, prizes up for grabs include 20 units of Honor 6 smartphones (retailed at RM999 each). There will also be different Honor gadget combinations to be won monthly. For more information on the best-selling Honor mobile devices, log on to www.vmall.my

7-Eleven Malaysia marketing general manager Ronan Lee had this to say about the campaign: “We’re certainly making it convenient for contest lovers out there, by organising a 12-month period contest. Just keep on participating regularly and you may end up winning throughout the year. We love rewarding our customers with fun contests that bring out our customers’ creative side. Unlike other contests, we did not set a minimum spend requirement or purchase type

restriction as we just want everyone to go ‘gila-gila’ with us.”

Honor head of marketing for the southern Pacific area, Ricky Lew, added: “We are delighted to partner with 7-Eleven Malaysia in rewarding consumers, especially when consumers have to make wiser purchasing decisions, moving forward. An all-year-long contest with monthly prizes to be won keeps it simple for everybody, though our gadgets up for grabs are anything but simple, as it features state-of-the-art technological features and are of high-quality manufacturing standards.”

For more on the monthly themes, terms and conditions, log on to the 7-Eleven Malaysia official webpage or follow 7ElevenMalaysia on Facebook. Winning is fun and easy!