

The Sun, 16 March 2015

BoBoiBoy and friends figurines at 7-Eleven

7-ELEVEN Malaysia recently unveiled its latest loyalty programme featuring the popular, locally created, 3D animated characters, BoBoiBoy and friends. Comprising eight collectible characters, the BoBoiBoy figurine series includes BoBoiBoy Wind, Earth and Lightning, plus the introduction of two never-before-released character elements, BoBoiBoy Fire and Water, along with his friends, Yaya, Fang and Ochobot.

The figurines are 3D puzzle-based and come with a holder for display. There is also a limited-edition "plain" BoBoiBoy figurine, available for fans to express their creativity of how BoBoiBoy should look. This comes with the privilege to participate in an online contest in which participants can win exciting prizes.

"We always place our customers' interests first and we strive to meet their demands by

introducing regular innovative programmes and promotions," said 7-Eleven Malaysia CEO Gary Brown.

"The success of BoBoiBoy animation has been recognised internationally and 7-Eleven Malaysia is doing our part in supporting the local animation industry. With our loyalty programme, BoBoiBoy fans have the chance to collect the limited edition 3D figurines, which are only available at our stores," said Brown, who felt it is the duty of every Malaysian to support the local industry, which he feels is on par with other countries.

Until May 4, customers will be rewarded with a sticker for every RM6 spent on selected purchases in a single receipt at 7-Eleven. A bonus sticker will be given if purchases include items from the "preferred partners' products list". With all 20 stickers, customers get to redeem a BoBoiBoy 3D figurine.



From left: Yaya, 7-Eleven Malaysia marketing general manager Ronan Lee, Brown and BoBoiBoy.