

NEWS CLIPPING

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Lee (left) with 7-Eleven marketing executive Ivy Chua and Koh at the campaign launch.

Above the LINE

FROM now until Sept 7, 7-Eleven Malaysia customers have a chance to win prizes that include iPhone 6, iPad minis, LINE dolls and LINE stickers via 7-Eleven's Scratch & Win programme.

To be eligible for these awesome prizes, simply make a minimum purchase of RM10 in a single receipt (excluding tobacco, reloads, gift cards and in-store services) at any 7-Eleven outlet across the nation, and receive a scratch card. Then, follow the simple instructions on the back of the card and voila! You are a winner!

The campaign is designed to highlight the LINE app which is a global service applicable throughout 230 countries, ranking first in the free app category in 60 countries.

LINE offers free one-to-one and group messaging, as well as free domestic and international voice and video calls.

"It also includes a wide array of social elements such as fun and expressive stickers, a personal "home", a timeline, and numerous LINE family apps, including LINE games and aillis.

LINE's official account is a new platform that reaches out to the young and young-at-heart.

It provides a simple and unique platform for both the company and its customers to engage on.

Said 7-Eleven general manager Ronan Lee, "We welcome all LINE users to follow us as this Scratch & Win promotion is just the beginning and we hope to continue growing its audience with regular updates of trivia and brain teasers, exclusive contests, rewards and promotions."

LINE Malaysia's team leader Wind Koh explained that besides serving as a messaging app, LINE is also a life platform that provides content and services that are even more integral to the modern person's everyday life. "It creates new business models for brands and corporations to communicate with their consumers through," he added.