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Get 'Aktif' with 7-Eleven

7-ELEVEN Malaysia recently launched its latest initiative, the "Get Aktif with Smurfs!" online photo contest with prizes worth RM50,000 up for grabs. To participate, customers only need to spend a minimum of RM5 in a single receipt on 7-Eleven's range of Aktif brand water products, be it mineral or drinking water. Then, simply collage the receipt with a creative photo of anything blue, and post it publicly on their personal Facebook or Instagram with the hashtags #AktifSmurfs and #7ElevenMY. Submission period is now until May 1.

The participant with the most creative entry will be rewarded with a seven-day trip for two to Belgium and Amsterdam, including a visit to Smurfs Museum of Brussels worth up to RM20,000; while the next best 100 entries will each receive a limited edition scooter from Smurfs: The Lost Village worth RM300 each.

7-Eleven Malaysia marketing general manager Ronan Lee commented on the company's reason for holding this contest.

"It has always been interesting to view our fans' extent of creativity, especially in photo contests. We look forward to plenty of entries for Get Aktif with Smurfs as our customers would be in the running to win great prizes whilst drinking more water, which is always a great habit to maintain," Lee said.

Sony Pictures Malaysia marketing manager Catherine Chai shared Lee's sentiment, "We are delighted with our partnership with the No.1 convenience

store chain in the country to celebrate Smurfs: The Lost Village which will be released in cinemas nationwide on April 6 and the association of our Smurfs with an Aktif lifestyle is spot on as Smurfs are all about being happy and healthy!"

For more information, visit 7-Eleven Malaysia's website and its Facebook page.



(From left) 7-Eleven marketing senior executive Haley Ong, Chai and Lee.