

NEWS CLIPPING

EVENT	Collect DC Superhero Companion Key Rings and Bag Tags
PUBLICATION	theSun
PAGE/SECTION	14/Media & Marketing
DATE	22 March 2017
TIME	-

Collect DC superhero companion key rings and bag tags

JUSTICE League fans are in for a treat with the launch of the Justice League ring and tag loyalty programme at 7-Eleven Malaysia.

The collection comprises a total of eight key ring and eight bag tag designs, along with three limited edition designs each, featuring iconic characters such as Batman, Superman, Wonder Woman, Flash and others.

In addition to being packed in "blind packs", the collection has a second surprise to offer - it glows in the dark!

The Justice League campaign has already begun and will run until May 15, 2017. Shop at any 7-Eleven Malaysia store to receive one sticker with a minimum spending of RM5 in a single receipt. Receive a bonus sticker if your purchase includes a preferred partner's product. Redeem one ring or tag when eight stickers have been collected.

"The collection is of high quality, and with its exclusivity of being a DC Comics-licensed product, it certainly is a 'must have' collectible! It is also of functional use whereby to keep

our keys organised, as a luggage bag identification or simply as a decorative piece," said 7-Eleven Malaysia CEO Gary Brown.

7-Eleven Malaysia will also be running a weekly online contest from March 28 to May 8. Every week, 7-Eleven Malaysia will

announce a selected key ring or bag tag. Snap a creative photo with the selected collection piece and share it on the 7-Eleven Malaysia Facebook page to be in the running to win exciting prizes!

For more information, visit the 7-Eleven Malaysia website.



7-Eleven Malaysia general manager of marketing Ronan Lee with Brown at the campaign launch.