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7-Eleven Malaysia wins gold at Putra Brand Awards

7-ELEVEN Malaysia celebrated its fifth consecutive win at the Putra Brand Awards with a Gold in the retail category.

"It is indeed an honour to be recognised with this prestigious award for the hard work of the entire team here at 7-Eleven Malaysia.

"We would like to express our gratitude to the public for being receptive to our branding efforts as well as being endlessly supportive of the business, reinforcing our position as their top retail choice," said CEO Colin Harvey.

Harvey added that moving forward, the convenience store operator aims to increase the roll-out of more initiatives with a focus

on e-commerce facilities, top class and high quality fresh food and beverage range, and innovative loyalty programmes among others to fulfil the needs of consumers.

"The success of our company rides on the strong relationship we have with our customers, thus it is our priority to continuously better our services and offerings in creating a brand experience that does not just bring convenience, but also exceeds their expectations in the long term.

"The philosophy of this 'money cannot buy' award is to recognise brands that establish a meaningful connection or desirability with customers, and to honour Malaysia's best brands,

and for that, we are truly appreciative," he said.

Now in its 10th year, the Putra Brand Awards is an annual premier event which recognises brand-building as an integral business investment, measured by consumer preference.

The Putra Brand Awards is an initiative by the Association of Accredited Advertising Agents Malaysia (4As) to recognise local and international brands that are near and dear to all Malaysians.

It is a brand award endorsed by the Malaysia External Trade Development Corporation and is the only award chosen by Malaysian consumers through a robust consumer research methodology.



Harvey (left) and 7-Eleven Malaysia general marketing manager Ronan Lee.