

NEWS CLIPPING

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MEDIA & MARKETING

Feeding those in need

THROUGH the Discover and Pay Forward community-giving campaign, Subway Malaysia raised 10,000 meals for Malaysians in need this month, where a meal is donated for every meal purchased from its new menu.

Subway Malaysia country director Samad Shariff said: "There has never been a more important time for Malaysians to come together, especially given our physical distance during Covid-19. Food plays an important role in not only sustenance, but kindness and community – and Subway's goal was to use our iconic sandwiches to help bring Malaysians together in spirit during this challenging time.

"We are happy to announce that we have exceeded our promise to donate 7,000 Subway meals to our frontliners and those in need that have been severely affected by the current situation.

"We have also extended this donation to a total of 10,000 meals for those who need them most."

The campaign was held in conjunction with the launch of Subway Malaysia's refreshed menu featuring 12 all new ingredients and flavours that encouraged every Malaysian to "rediscover what you love" at Subway.



A Beary emotive collection

➤ 7-Eleven Malaysia launches adorable EmoBears



Cute and collectible... The EmoBear collection comes in 27 adorable designs.

7-ELEVEN MALAYSIA, the nation's No.1 convenience store chain, has launched its latest collectable premium loyalty programme, EmoBear. The one-of-a-kind EmoBear collection comes in 27 adorable designs, each featuring a different emoticon on the jersey of EmoBears with names like Luvly, Starry, Wannabeey, Notty and Ka-Chingy, among others.

Customers will be rewarded with programme stickers for every purchase of RM5 and above in a single receipt at any 7-Eleven Malaysia outlets, from now until Aug 16. A bonus sticker will be rewarded if the purchase includes a selected partner product from brands such as Pepsi, Cadbury and Martigold, among others.

With a total of 24 stickers, an EmoBear is redeemable for free. Alternatively, customers can also purchase an EmoBear at RM9.99 alongside 12 stickers. The redemption period of this campaign is from now until Aug 23.

7-Eleven Malaysia general manager of marketing Roman Lee said: "The popularity of emoticons has inspired us to integrate them into our loyalty programme. Emoticons are not only changing the way we express ourselves through text, but also expanding the way we communicate. They have become a usual feature in our daily communications on digital mediums, and we are certain that these adorable plush toys would definitely be a hit among fans."

Lee added: "As a bonus, customers may also participate in our social media contest, dubbed "Take A Picture With Your #EMOBEAR" from now until Aug 2. A total of 10 winners will stand a chance to take home three EmoBears of their choice. To participate in the contest, one just has to snap a photo with their redeemed 7-Eleven's #EMOBEAR and upload the most creative photo on their Facebook or Instagram account with hashtags #PictureWithEMOBEAR, #EMOBEAR and #7ElevenMY in the caption."

Head over to your nearest 7 Eleven outlet and enjoy its latest offerings, from Askleem to its extensive 7-Eleven packaged bakery selections, from its delectable range of imported and trending products to its scrumptious selection of onigiri and chilled Ready to Eat meals, as well as the coolest drink on earth, 7 Eleven's signature Shirpee and be rewarded with programme stickers to begin your EmoBear collection.

Customers can also download and sign up as a My7E loyalty app member to enjoy more benefits when they shop with us. As a welcome reward to all new members, a complimentary one off RM3 e-cash voucher will be given for every successful sign-up.

Other benefits that await members include annual birthday rewards, exclusive in-app monthly product e-Stamp cards that reward members based on repeat purchases, and fortnightly products or service e-Coupons.

With the launch of EmoBear, 7 Eleven Malaysia aspires to continue elevating customers' shopping experiences and to scale greater heights as the largest convenience store operator in Malaysia with over 2,400 stores nationwide.

To meet today's expectations in providing convenience to customers, 7 Eleven Malaysia opts to stay close to its customers' heart by staying true to its motto, Always There for YOU.