

## NEWS CLIPPING

EVENT	7-Eleven Launches Collectable Emobear
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### 7-ELEVEN LAUNCHES COLLECTABLE EMOBEAR

The one-of-a-kind EMOBEAR collection comes in 27 adorable designs, each featuring a different emotion on the jersey of the EMOBEAR, namely Luvly, Stany, Wannabe, Nerty 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 Maigold, among others.

With a total of 24 stickers, an EMOBEAR is redeemable for free. Alternatively, customers can also purchase an EMOBEAR at RM19.90 alongside 12 stickers. The redemption period of this campaign is until Aug 23.

7-Eleven Malaysia marketing general manager Ronan Lee said: "The popularity of emojis 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 these adorable plush toys will 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 the most creative photo with his redeemed 7-Eleven's #EMOBEAR and upload it on Facebook or Instagram with hashtags #PictureWithEMOBEAR, #EMOBEAR and #7ElevenMY in the caption."

Hurry, head over to your nearest 7-Eleven and enjoy its latest offerings, from Akideem to extensive 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 Slurpee - and be rewarded with stickers to begin your EMOBEAR collection.

Customers can also download and sign up as a My7E loyalty app member to enjoy more benefits.

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 include an annual birthday reward, and exclusive in-app monthly product e-Stamp cards that reward members based on repeat purchases, fortnight products or service e-coupons.

With the launch of EMOBEAR, 7-Eleven Malaysia aspires to continue elevating its customers' shopping experience at more than 2,400 of its 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"

7-ELEVEN Malaysia, the nation's No.1 convenience store chain, has teamed up with emoji to launch its collectable premium loyalty programme, EMOBEAR.