

## 7 Eleven

### Problem

How does a company drive sales through a new promotion?

### Solution

Use OOH formats to highlight humorous creative and drive social engagement.

### Background

As a summer promotion to drive sales of the Slurpee frozen drink, 7-Eleven developed mustache straws. The straws with built-in mustaches instantly gave consumers a fun new look.



### Objective

The main objective was to drive awareness and sales of the Slurpee drinks. The primary target was adults A18-34, with 'tweens as the secondary target.

### Strategy

Young or old, tall or short, loud or quiet – who doesn't like a mustache straw? The strategy was to take Slurpee fans' rabid passion for fun and flavor and marry that to simple, high-impact creative executions designed to organically generate lots of social media impressions and, most importantly, drive traffic to the store to purchase the new mustache straws.

The Slurpee Mustache Straw gave 7-Eleven guests the opportunity to dial up the fun in-store by snapping a selfie or picture of their friends with a cold Slurpee in hand, or at the feature display, and then posting it to Facebook, Instagram and Twitter.

The visuals (cat, wrestler, snow owl) were chosen to be purposely disruptive, but also to leave the interpretation as open and as individual as our guests are, a highly millennial-minded, on-the-run target. The team decided against lifestyle imagery, believing content should be user-generated in the social-sphere.

The OOH strategy was to utilize high-profile, consumer-engaging, interactive formats, and blanket the market with frequency-building media to drive sales. TAB Out of Home Ratings assisted in the selection process of the placements, using a benchmark of a 50% weekly reach against A18-34 as the minimum level of OOH media in any given market.

Additionally, to provide targeted placements against the 'tween audience (kids 9-12 yrs old), media was purchased for select MiLB team. During MiLB games 7-Eleven ran 30-second spots on scoreboards and sponsored the "FanCam" where game attendees were put up on the Jumbotron with superimposed mustache straws.



## Plan Details

Markets: San Francisco, Detroit, Sacramento, Seattle, Portland

Flight Dates: June 2, 2014 - July 6, 2014

Store Target Radius: Where possible, all media targeted 7-Eleven stores within a 0-5 mile radius.

OOH Formats Used: Wallscapes, place-based media at MiLB and MLB games, digital bus shelters, bulletins with extensions, bulletins (static and digital), bus shelters (static and digital), bus kings, ultra super kings, bus L-sides and bus kings with extensions  
The planning agency's production arm played a key role in the quick turnaround, producing 10 weeks' worth of work within 4 weeks' time.

## Results

Campaign received wide ranging positive press and consumer feedback including a significant amount of press.