



Case History: 7-Eleven Day 2009

Task:

With less than three weeks, BLAZE was tasked with making noise in one of the largest markets, Los Angeles, to promote **7-Eleven Day**, July 11th. To raise awareness of the brand's national holiday in Los Angeles and Southern California, BLAZE created a pre-publicity event held the night before and supported the event through a strategic integrated marketing program including social media outreach, traditional media relations and event marketing.

Approach: In order to generate buzz and news coverage through TV, radio and online, BLAZE designed and coordinated a pre-publicity event coupled with a compelling offer: One-year supply of Slurpees to the first 100 diehard fans that stood in line between 7 p.m. to 11 p.m. on July 10th at a North Hollywood store entitled "7-Eleven Pre-Party Slurpee-bration." The offer was created to reward loyal 7-Eleven fans, strengthen the pre-publicity event in the eyes of media and the public and ultimately, drive traffic to the store. BLAZE employed a social media strategy first, then media relations followed, to reach Los Angeles-based 7-Eleven fans and bloggers in an effort to drive traffic to the store and build buzz leading up to the event.

Activities:

10 days prior to the Slurpee-bration event, BLAZE polled the 600+ Twitter followers first and asked them what product they'd love to have a year supply of and the majority response was Slurpee (approximately 50 customers responded within two days). The pre-publicity event was announced via Twitter shortly thereafter. A media alert was posted on Docstoc along with a store location list of the 7-Eleven Day "Block Parties" on July 11th to help consumers locate stores and celebrate the big day.

As the event neared, the media relations component included a major push to local television, radio and online outlets with calendars and event listings in an effort to further drive traffic to the store and guarantee fan attendance.

On Friday morning, July 10th, BLAZE executed several mini-promotions via Twitter: Asked 7-ElevenSoCal followers to RSVP in order to gauge how many people the pre-publicity event store should expect. In exchange, if they RSVP'd via Twitter, they would get a month's supply of coffee. BLAZE also requested that followers change their profile picture to a custom Slurpee-RSVP image <http://www.twitpic.com/9ue1t> to get entered into a random drawing for a 4GB iPod shuffle at the pre-publicity event (winner was announced at 7:11 p.m. on Twitter). BLAZE also arranged for entertainment at the pre-publicity event: KIIS-FM radio station's street team played music followed by local dance crew and Youtube sensation "Dance Floor Kids" performance in the parking lot. For added publicity, the dance crew even created a dance commercial about the 7-Eleven Day party for their fans which BLAZE posted via Twitter to drum up more excitement: <http://www.youtube.com/watch?v=kQpOvW2Ecco>

Results:

BLAZE exceeded the goal of 100 customers standing in line. Die-hard fans arrived up to four hours early to reserve their spot at the pre-publicity event. The 7-Eleven staff turned away approximately 25 customers looking to become one of the first 100. By 7:15 p.m., 100 people were standing in line. In addition to customers waiting in line, non-Slurpee winners participated in four hours of hourly raffle giveaways distributed by KIIS-FM and Slurpee Grassroots Street Team.

The *Los Angeles Times* Daily Dish blog wrote about 7-Eleven Day and the Slurpeebration, followed by other online sites such as Citysearch and Metromix. By Friday morning, 12 hours after the *LA Times* Daily Dish ran and drove readers to the docstoc link, the number of views on the store location list jumped 640% from 250 to 1,600 and the number of views on the media alert increased 1,964% from 55 to 1,080.

Approximately 50 followers participated in the mini-promotions on Twitter throughout Friday, July 10th in support of the pre-publicity event (30 people RSVPd; 20 people changed their Twitter profile picture by 7 p.m. and some did not attend the event, but changed their profile picture anyway to support 7-Eleven Day).

Top-40 radio station KIIS-FM also promoted the event on-air and online the morning of and during the Slurpee-bration. Local television crews NBC, KTLA and FOX covered the event throughout the weekend, focusing on the pre-publicity event and helped drive traffic to 7-Eleven stores on 7-Eleven Day, Saturday, July 11th.



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7-Eleven Gives Away Free Slurpees on 7/11

KTLA News

1:25 PM PDT, July 11, 2009



(Getty Image)

LOS ANGELES -- Slurpees are on the house at 7-Eleven stores across the country Saturday (July 11, or 7/11) as the world's first convenience retailer celebrates it's birthday.

This year's free Slurpee event promises to be the biggest ever, with 7-Eleven estimating it will give away close to 5 million free Slurpee drinks at its more than 6,000 stores in the U.S. and Canada.

"We've been serving free Slurpee drinks on July 11 since our 75th birthday in 2002, and it continues to be a hit with customers," said brand manager Jay Wilkins.

Wilkins said it's a chance for 7-Eleven to show it's customers how much it appreciates their business.

The retailer has also added something new to its annual tradition of giving away Slurpees: live music.

As an extra birthday bonus, this year's colorful "Happy Birthday!" cups feature a Slurpee Nation rewards code worth 2 rewards points, enough to enter the 7-Eleven Day instant win game online at www.slurpee.com.

Everyone entering the 7-Eleven Day instant win game at the Slurpee website will receive a code and website link to purchase \$7.11 lawn tickets for concerts at select Live Nation venues across the country.

Slurpee street teams are planning "Slurpee-brations" and 7-Eleven birthday parties around the country with music, entertainment, prizes and food sampling.

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SLURPEES

7-Eleven is holding a 2009 "[Slurpee-bration](#)," a pre-birthday party today (7-10). 7-Eleven will give away a one-year supply of Slurpees* to the first 100 diehard fans who line up at the North Hollywood store located (Vineland Ave and Vanowen St.)

Want more events? Follow me on [Twitter](#).

*Pencil pick of the day

By [Christine N. Ziemba](#) in [Arts & Events](#) on July 10, 2009 1:00 PM

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