



REWARDING EXCELLENCE & EXECUTION: RED BULL & CLIPPERS CAMPAIGN



- **7-Eleven Customers & Franchisees** have an exclusive opportunity to win an **LA Clipper** experience!
- Earn your chance to join the Clippers and Red Bull Athlete Blake Griffin in their quest to become 2017 NBA Champs as they face the **Houston Rockets** on **April 10, 2017**

OBJECTIVES

- **Maximize Sales and DP Dollars for 7-Eleven stores by executing the existing Sales Plan**
- **Engage the millennial consumer, drive foot traffic and incremental sales at 7-Eleven locations**

7-ELEVEN CONSUMER OFFER

- Win a Clipper VIP Experience for two!
- Includes 2 Tickets + \$100 Visa Gift Card
- 'Text to Enter' program, easy to execute for FZs
- Exclusive to 7-Eleven!

INCENTIVE DETAILS – 7 ELEVEN FRANCHISEES

What:

8 VIP CLIPPER GAME EXPERIENCES!!

- Includes:
 - 2 Lower Level tickets
 - \$100 Visa Gift card for Food & Beverage
 - Clippers Souvenir Swag

Timing: February 27 – March, 26, 2017

Where: Market #s 2136, 2173, 2176, 2177

Who: Franchisees / Store Managers

Qualification Requirements:

1. **E-Barrel** must be on the sales floor for the duration of the contest
2. **Take Home Side Wing Rack** must be in place in store for the duration of the contest
3. **Incremental 12oz display** (15 Cases) with Clipper POP

HOW:

- Place Barrel, Take Home Rack, & Display for the duration of the program, you will be entered into a raffle to win **one of eight** sets of tickets.
- Raffle Held 04/05/16



E-Barrel



Take Home Rack



12oz Display



7-ELEVEN: RED BULL / CLIPPERS CAMPAIGN



CONSUMER JOURNEY

HOW IT WORKS

Consumer views offer via digital advertising, retailers website and/or in-store POS.

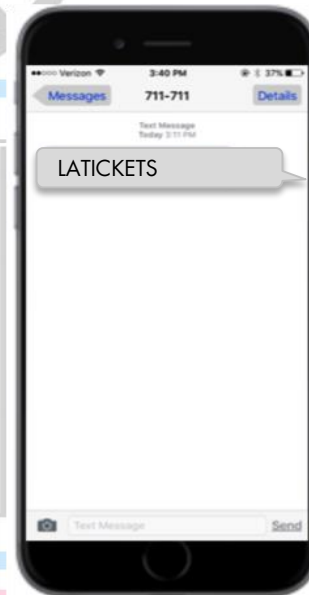
1. Consumer purchases qualifying products (2) Red Bull 12oz cans



2. Consumer takes a photo of their receipt and uploads it to the campaign microsite.



3. Consumer opts into offer by texting keyword "TICKETS" into 811811.



4. Guest is Entered to Win!



Winners

Four (4) winners will be selected on 04/01/17 and will be instructed to pick up their tickets at will call.

Unlimited Entries!!

BUY ANY 2 RED BULL 12oz FOR A CHANCE TO **WIN LA CLIPPERS** TICKETS & \$100 GIFT CARD!

- PURCHASE**
Any TWO (2) 12oz Red Bull products.
- SNAP**
A photo of your receipt with your phone.
- TEXT***
"LATICKETS" to 811811 & include the photo of your receipt.
- ENTERED TO WIN!**
Unlimited entries until 3/24/2017. FOUR (4) winners selected.

