

Success Story



#Awesummer Summer Campaign Drives Slurpee Sales Increase



THE CHALLENGE

Alon Brands is the largest licensee of 7-Eleven, with 300 convenience store locations in the Southwest. They asked GSP to create an “out-of-the-box” campaign that appealed to millennials and would drive traffic during the Memorial Day to July 11 (7-Eleven Day) time period. Their monthly sales planner needed to layer on, as well as a giveaway.

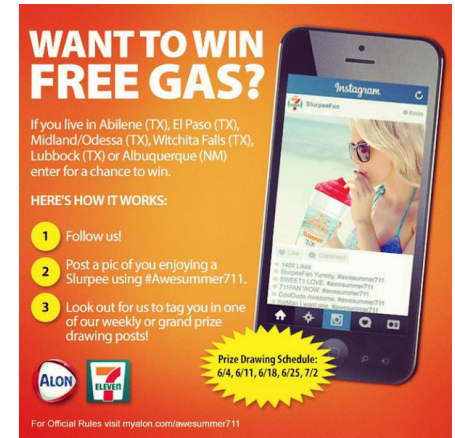
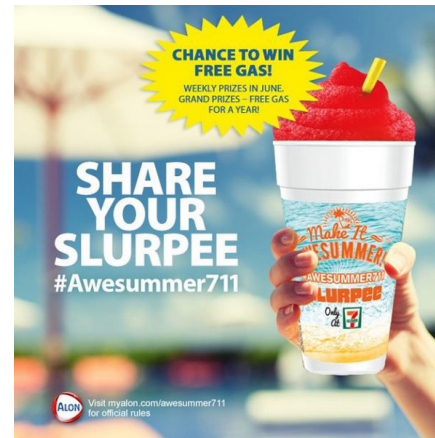
THE SOLUTION

GSP’s Design Services team created a fun summer campaign to target a younger demographic based around the word Awesummer. We used beachy graphics and imagery to elevate 7-Eleven’s monthly promotion and turn the store into a destination. Working with a social media agency, #Awesummer711 became a way for customers to “share their slurpees” for a chance to win prizes. The stores were also engaged – over 30 employees were rewarded with Visa gift cards.

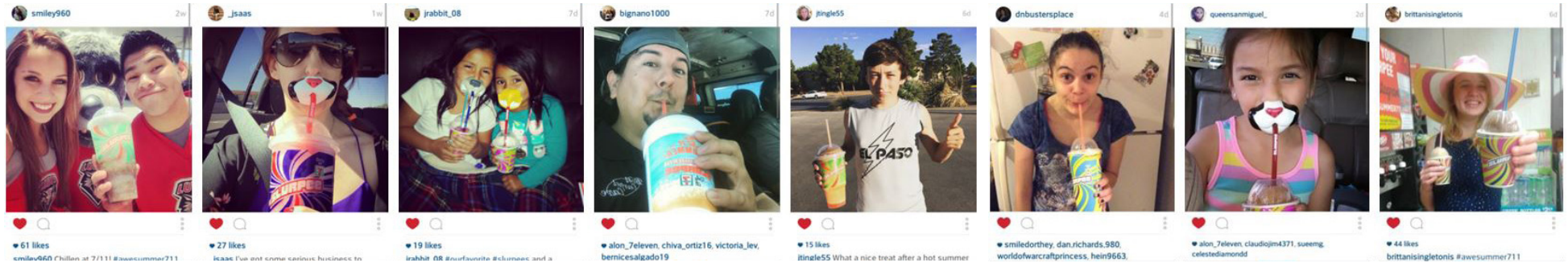
THE RESULT

The Awesummer campaign successfully helped to drive traffic to the store. Slurpee sales were up 16% in June and 22% in July, the #1 category increase. 7-Eleven started with absolutely no Instagram presence and gained 6,400 views/likes plus 614 customer photo posts with the #Awesummer711 hashtag in a month.

Success Story



Winning Posts:



“This was a success for us and a very good start on using social media as a marketing tool. Big thanks to GSP! Customer feedback on Instagram was overwhelmingly positive.” - Tony Sparks, VP of Marketing, Alon Brands