

Creative Brief: 7-Eleven Convenience Store Community Engagement

Background

7-Eleven was founded in 1927. It's a company that pioneered convenience and franchising. Their focus is the needs of the customers. The goal for this project is to increase community engagement by connecting with the community.

Objective

Increase follows by 5k and engagement and accounts reached by 25% by the end of the 90-day campaign.

Target Audience

The target audience during this 90-day campaign will be summer travelers that use social media. Ages can range from 18-55. Summer travelers tend to value both convenience and safety when they make stops for fuel and food. They want to be able to find what they need and have a one stop spot for fuel, restrooms, drinks and food. They don't always want to be at a stop for long, but still value feeling safe, and clean when they are at a convenience store. By offering an incentive, Free Big Gulps for one month during the summer, we increase visibility and people are willing to share aspects they appreciate about the store and also gives the company feedback on things they are doing well and what can be done to help other locations follow improve.

Competitive Set

QuickTrip -Has accomplished up to a score of 90% for restroom cleanliness and proper stocking according to splashtravels.com It also made number 5 on Southern Living's list.

Wawa- Has one of the highest rated restroom cleanliness in over six states. They offer quality food.

Casey's- ranks highly on clean restrooms and convenience store food availability.

Buc-ee's- Clean restrooms, wide selection of food, and plenty of fuel stations Buc-ee's is currently a top travel stop wherever it is available.

Key Differentiators

7-Eleven has widespread reach and the most stores available across the nation. It has a larger following on social media and the potential to highlight more people that utilize and appreciate the store.

Key Promise

Community! You love 7-Eleven now tell us why. Stories from real customers on how they 7-Eleven.

Supporting Details

Customers- we care about our customers and what they need.

Value- We provide what they need at low costs and the quality they deserve.

We listen to our customers and their needs

Call to Action

Tag us in your reels today, show us how you 7-Eleven and what amazing qualities your closest 7-Eleven offers your neighborhood and be entered into a weekly giveaway for 30days of free Big Gulps at your local 7-Eleven.

Mandatories and Considerations

Must be following 7-Eleven, tag 7-Eleven in appreciation post, Must be 18 years or older to participate.

Advertisement tone needs to be friendly and focused on community engagement.

Media/Deliverables

Campaign would be posted on Social Media and have posters and prints in all stores.