

Brand/Product: 7-Eleven convenience store

GOST chosen: Increase community engagement and increase followers by 1k

Target audience: Real life customers from different neighborhoods around the U.S. that visit 7-Eleven. Young adults, college students, and adults. People who regularly visit the convenience store for more than just gas. The customer experiences are just examples based on reviews on what one can find at 7-Eleven: snacks, pizza, groceries, staff, fresh iced tea, travel stop, game night snack shop. Check the hashtag daily and repost and share other positive experiences at other local stores.

1. This will be a reel. Announcing the campaign. The video will highlight the different stores that will be visited Maryland, Virginia, Ohio, Oklahoma, Colorado, Idaho and California. In front of each one will be a silhouette of a person with a question mark, and the question over all the images is “How do you 7-Eleven?”

**Caption:** We will be sharing 7 stories from our community on how 7-Eleven fits into your everyday life. Share yours and use the hashtag #howdoyou7eleven

**Hashtags:** (7-Eleven as a company doesn't usually use hashtags on social media, so they could just create one for this campaign.) #howdoyou7eleven

2. This Reel will start out zooming through the snack isles and landing on the favorite go to snack for this customer. Then we'll fade to the outside of the 7-Eleven where The reporter will announce the location and introduce the customer.

**Customer:** shares their experience, in this example we'll use coffee paired with 7-Eleven baked goods. *(overlay image of using the coffee machine at 7-Eleven) (show image of coffee with an apple fritter on a plate.) And that's how I 7-Eleven!*

*(Fade to a map showing the 7-Eleven on a map and a travel line to the next stop Virginia)* **Reporter:** Virginia, you're next. How do you 7-Eleven?

**Caption:** Our first stop is in Maryland. Snacks and Drinks are this customer's go to. All of Maryland how do you 7-Eleven? Use the hashtag #howdoyou7eleven and show us how you 7-Eleven.

**Hashtags:** #howdoyou7eleven

3. This Reel will start by showing the person behind the counter cutting up an oven-baked pizza. It will fade to the front of the store where the 7-Eleven fake reporter will

be standing with the customer. The reporter will announce the location and introduce the customer.

**Customer:** shares their experience with the \$7.11 large oven-baked pizzas.  
*Show zoomed in slow images of the pizza and someone taking a slice.*

**Customer:** And that's how I 7-Eleven!

**Reporter:** That sounds amazing!! I'll have to make sure to try the pizza soon!!  
*(Fade to map with an added travel line to Ohio.)* All right Ohio, you're our next stop!!  
How do you 7-Eleven?

**Caption:** Does your 7-Eleven have pizza? Go to our website and find out which location near you has pizza! Ohio you're our next stop!! All of Ohio, how do you 7-Eleven? Use the hashtag #howdoyou7eleven and show us what we can find at your 7-Eleven!

**Hashtags:** #howdoyou7eleven

4. This reel will start by showing the grocery area of this particular 7-Eleven and especially highlighting the 7-Select brand merchandise. Then it will zoom out to the front of the store, where the reporter will be standing with a customer. The reporter will announce the location and introduce the customer.

**Customer:** shares experience of late night stopping for groceries at their local 7-Eleven (overlay of customer shopping and adding things to the baskets during conversation.) And that's how I 7-Eleven.

**Reporter:** Thank you for sharing! I will have to keep that in mind when I need to make a quick run for supplies. *(Fade to map showing a map line to Oklahoma)* Oklahoma, you're next!! How do you 7-Eleven?

**Caption:** Make a quick stop at your local 7-Eleven for your grocery needs! Oklahoma, we're coming to you! All of Oklahoma, how do you 7-Eleven? Use the hashtag #howdoyou7eleven and show us what we can find at your 7-Eleven!

**Hashtags:** #howdoyou7eleven

5. This reel will start with showing the staff at this 7-Eleven doing daily tasks, checking people out, stocking shelves, and speaking to customers. Then we'll fade outside to the front of the store where the 7-Eleven fake reporter will be standing with the customer, "I am here with (insert first name, real or fake) they are here to tell us how they 7-Eleven."

**Customer:** shares experience and the kindness of the staff at their 7-eleven and the good community experience. (overlay of customer chatting with store employee)  
And that's how I 7-Eleven!

**Reporter:** Thank you for sharing! (highlight something good from what has been shared) (*Fade to map showing a line to Colorado*) Colorado, you're next!!! All of Colorado, how do you 7-Eleven?

**Caption:** Does your local 7-Eleven feel like a cozy stop? Colorado, we're coming to you! Share your stories, use the hashtag #howdoyou7eleven and show us what we can find at your 7-Eleven.

**Hashtags:** #howdoyou7eleven

6. This reel will start showing clean and organized isles of the store and then lead up to the clean and organized drink station. Then it will zoom out to the front of the store, where the reporter will be standing with the customer.

The reporter will announce the location and introduce the customer.

**Customer:** shares their experience about the cleanliness and organization of their drink station and highlight the fresh tea.

**Reporter:** "Thank you for sharing! (*Fade to map showing map line to Nevada*) Nevada you're next!! How do you 7-Eleven?"

**Caption:** Try some fresh tea on a hot summer day next time you drive by a 7-Eleven. Nevada, we're coming to you!! How do you 7-Eleven? Use hashtag #howdoyou7eleven and show us what we can find at your 7-Eleven!

**Hashtags:** #howdoyou7eleven

7. This reel will showcase 7-Eleven as a travel stop, so we'll show vehicles of all kinds coming and going, campers, trucks and cars. Then we will zoom in toward the front of the store where the reporter will be standing with a customer.

The reporter will announce the location and introduce the customer.

**Customer:** shares their experience about why 7-Eleven is their travel stop of choice. Highlighting the hours, fresh donuts, and availability across the nation.

**Reporter:** "Thank you for sharing! (*Fade to map showing map line to California*) California, you're next!! How do you 7-Eleven?"

**Caption:** Next time you're on the road for family vacation, don't forget to gas up and snack up at a 7-Eleven near you! California, you're our last stop! How do you 7-

Eleven? Use the hashtag #howdoyou7eleven and show us what we can find at your 7-Eleven.

8. This reel will showcase all the snacks and if the 7-Eleven has it a board or card game selection. It will zoom out to the front of the store where the reporter will be standing with a customer.

The reporter will announce the location and introduce the customer.

**Customer:** shares experience about how their 7-Eleven is the best snack stop for game nights and list some of their top snack choices. (*overlay will be some of those items that the customer lists*)

**Reporter:** Thank you for sharing! Don't forget to share how you 7-Eleven by using the hashtag #howdoyou7eleven.

Caption: Our final stop on our journey across the nation, but this doesn't have to be the end. Share how you 7-Eleven by using the hashtag #howdoyou7eleven.

## Narrative

This campaign targets real-life customers of different ages and in different stages of life. It will also target travelers and people that frequent convenience stores.

It will do so by sharing stories that people can connect with. The campaign will be moving across the nation so it will share experiences from different states and neighborhoods. There will be a variety of people, ages and experiences that people can connect with.

The GOST goal and objective is to increase community engagement and increase followers on social media by 1K. This campaign will achieve the goal through the hashtag and the reposts onto our page. This will encourage the use of hashtags, follows, and engagement because it gets the community involved.

The selection of the stores will occur ahead of time, based on review and visiting the locations and meeting with customers to find one that is a good fit for the campaign. Some challenges might be lack of options during scouting for the campaign. There could be a onslaught of negativity in the hashtag, but this will also add insight into locations that might need some additional work. Other good options for achieving growth and followers would be by hosting giveaways, regularly posting news and information to their page.