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Japan's Domo locks his sawtooth jaws around 7-Eleven Slurpee



Domo hot. Domo need refreshment. Domo down Slurpee in one gulp, resulting in the familiar (and patented) Brainfreeze! The fuzzy brown Japanese icon, star of many an Internet meme, kicks off a partnership today with convenience-store chain 7-Eleven with a webisode about his first Slurpee experience. It's a cliffhanger! Two more clips are on the way. The retailer has gone all out, blockbuster-movie-style, for this fall promotion, creating [collector cups](#) and [character straws](#), a "Fuji Frost by Fanta" limited-time Slurpee flavor, themed coffee cups and hot-dog

containers and a "Domo Attack!" energy drink. In-store signs tell customers to "Obey the Domo," and displays will hawk Domo DVDs, comic books, mini action figures, branded gift cards and other merch. The deal, between 7-Eleven and marketing and licensing firm Big Tent Entertainment, is the latest step in Domo's incursion into the U.S. market after a hit Target alliance last Halloween. Expect to see more of the small but mighty character. Domo really hot!

—Posted by T.L. Stanley