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“Long live local retailers!” says PayPoint in city-wide campaign

Welwyn Garden City, 18 June 2014: PayPoint, the UK’s leading retail payments and services network, has selected the city of Nottingham to launch its first consumer-facing marketing campaign, aimed at raising awareness and encouraging greater use of the city’s local stores.

Andrew Goddard, UK Retail Director at PayPoint, commented:

“The high street may be in recovery, but the decline in the numbers of local retailers is a serious issue, which has a detrimental effect on communities. We want our campaign to drive more business into local stores by making customers aware of the great services they’re able to offer.”

Running throughout June, PayPoint’s ‘Pick Up More’ campaign will be seen in prominent locations city-wide, including 249 local stores and large outdoor billboards as well as ‘wrapping’ a local tram run by Nottingham Express Transit.

The campaign can also be followed online where Facebook users can enjoy recently captured hidden camera footage of customers’ disbelief when they got more than they bargained for while shopping at a local PayPoint store. Shoppers were surprised and entertained by Richard Young, a Magic Circle magician posing as a checkout assistant, who performed a host of tricks, fooling unsuspecting customers as they purchased their goods – to highlight PayPoint’s core message that customers “can pick up more from their local store” than they think.

Steve O'Neill, Marketing Director at PayPoint UK & Ireland, said:

“We chose Nottingham for our ‘takeover’ location as the city is a perfect fit for our core audience. Today’s busy lifestyles mean that convenience, backed with trust, is everything and we want to spread the word to Nottingham’s residents that we provide a vast array of fast and convenient services, all at their local store. Where else could you pay bills, collect your online purchases and pick up a treat for a Friday night, all in one place, seven days a week at a time that suits you?”

“The ‘Pick Up More’ campaign is an exciting way for us to drive home the message that, with PayPoint, you can pick up more from your local store – and our takeover of Nottingham has certainly reinforced that!”

The marketing campaign has been created by London-based agency Founded. F1 Media organised the ‘wrapping’ of a local tram run by Nottingham Express Transit.

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