

31 Oct 2023

# PayPoint and Lucozade Launch Digital Voucher Promotion

**Welwyn Garden City, 31 October 2023:** PayPoint announces the launch of its latest digital voucher promotion in partnership with leading drinks brand Lucozade.

The launch coincides with Lucozade Energy's new taste for its popular Orange and Original flavours. The promotion, now exclusively available across more than 17,000 independent retailers using PayPoint's technology, offers shoppers £1 off any 380ml bottles of the two products.

The campaign is part of the PayPoint Engage proposition, which offers FMCG brands the ability to connect with a consumer, drive basket spend, create digital interactions, promote new product development and increase sales and distribution. PayPoint's unique digital vouchers can be delivered in seconds via SMS or email, giving consumers a frictionless and simple means of engaging with brands and products in more than 40,000 convenience stores across the country.

**Ula Bibbey, Head of Retail Partnerships, at PayPoint, said:** "We're excited to announce this new partnership with Lucozade Energy to support the launch of its newly enhanced flavours. PayPoint Engage has the power to facilitate unparalleled, direct brand access to millions of people in the UK. It also presents fantastic value to consumers, who are increasingly seeking to maximise savings in their everyday purchases.

**Hiroto Kizu, Shopper Marketing Controller, Lucozade, said:** "We're excited to work with PayPoint Engage to bring to life the launch of the new taste and look for Lucozade Energy Orange and Original. The campaign will not only deliver value to our shoppers but we're confident it will help us engage even more shoppers with our new flavours and design."