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PayPoint scoops top industry accolade for consumer marketing campaign

Welwyn Garden City, 10 February 2015: PayPoint's first ever integrated consumer marketing campaign has won the Best Marketing Campaign of the Year Award at the prestigious Cards and Payments Awards 2015, which were presented on 5 February 2015 in London.

PayPoint's campaign was recognised for the boldness of its creative execution and for achieving its aims of driving awareness of the brand, trialling new ways to engage with customers and reinforcing the company's commitment to driving value, footfall and basket spend for retailers. The campaign, run in Nottingham, exceeded all expectations.

The campaign proposition of *'Pick Up More From Your Local Store'* reinforced the message that consumers can use the wide range of payment services offered by PayPoint when popping to their local store to do their shopping.

The campaign used a variety of media channels, including traditional in-store POS, outdoor digital display ads, Facebook ads, a branded Nottingham tram, a retailer engagement programme and blippar-enabled interactive bus shelters. Customers were also surprised in an experiential video, in which a magician posing as a shop assistant wowed customers with tricks and illusions, with the footage shared on Facebook.

Commenting after receiving the award, [Steve O'Neill, Marketing Director of PayPoint UK & Ireland](#), said:

"We all feel rightly proud that this innovative and creative campaign has been so publicly recognised by our industry, particularly up against some stiff competition in the category. Our team – which included Founded for creative, BBVS/TMWI for media and Facts for research – took a very bold approach that blended traditional and digital marketing techniques to produce a highly successful campaign that captured the imagination of our customers and, just as importantly, our retailers who provide such highly valued services to their local communities."

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ABOUT PAYPOINT

PayPoint is an international leader in payment technologies, its solutions transforming payments for everyone from consumer and financial services companies to retailers, utilities, media, e-commerce, gaming and government clients.

PayPoint delivers payments and services by taking the complexity of multi-channel payments and translating it into convenient, simple, value-added solutions. It handles almost £15 billion from over 800 million transactions annually for more than 6,000 clients and merchants.

With the backing of 24/7 operations centres with dual site processing, PayPoint is widely recognised for its leadership in payment systems, smart technology and service.

Retail networks

The PayPoint retail network across the UK numbers over 28,200 local shops (including Co-op, Spar, McColls, Costcutter, Sainsbury's Local, Tesco Express, One Stop, Asda, Londis and thousands of independents), where it processes energy meter pre-payments, bill payments, benefit payments, mobile phone top-ups, transport tickets, BBC TV licences, cash withdrawals and a range of other transactions. In Romania, the retail network numbers over 9,000 terminals in local shops, helping people to make cash bill payments, money transfers, road tax payments and mobile phone top-ups. In the Republic of Ireland, over 500 terminals in shops and credit unions process mobile top-ups and bill payments.

Collect+, a joint venture with Yodel, provides a parcel drop-off and pick-up service at more than 5,800 PayPoint retailers. PayPoint's ATM network numbers more than 3,900 'LINK' branded machines across the UK, and 9,700 PayPoint terminals enable retailers to accept credit and debit cards.

Mobile and Online

PayPoint Mobile and Online (formerly trading as PayPoint.net, PayByPhone and Adaptis) handles over 142 million payments for parking, payments and consumer services. In major cities in the UK, Canada, USA, France, Switzerland and Australia, its parking solutions make it easy for people to pay for parking by mobile, as well as providing electronic parking permits, automatic number plate recognition systems for car parks and penalty charge notices.

PayPoint's core online payments platform is linked to 16 major acquiring banks in the UK, Europe and North America, delivering secure credit and debit card payments for almost 4,800 online merchants. Its suite of products ranges from transaction gateway to a bureau service, in addition to value-added services such as FraudGuard, an advanced service that mitigates the risk of fraud in card not present transactions.