

Norton Mobile Security for ePAY

Case Study





Summary

epay is one of the UK's leading electronic payment solution providers, the service behind transactions at over 150,000 points of sale.

As part of Euronet Worldwide, epay brings retailers and partners together in 29 countries to increase their sales and revenue. From independents to large multiple retailers, they offer payment and distribution systems including gift cards, online gaming, mobile and bill payments, ticketing, road tolling, money transfer, lottery and loyalty schemes.

epay, were the first gift card mall operator to identify the benefits of the Green Gift Card solution. As recent entrants in to the mall market, they were looking for points of differentiation when developing their retail offering from payment processor to content provider. The Green Gift Card was one of those points of differentiation and has been adopted by a number of their content providers who now feature on the epay gift card malls.

Online security brand, Norton by Symantec, joined the epay stable of technology brands for distribution of its new Mobile Security proposition in the UK.

The brief

A unique solution was sought for the Norton product, as the proposition didn't follow the traditional POSA card process.

The retailer had to issue the consumer with a printed till receipt/chit from the installed epay hardware with the unique PIN number printed on it. The customer then redeemed the product online by completing an activation process.

The requirement was for a new card format to follow the M6 footprint that could be merchandised with the existing range of gift cards on a retail display, but still accommodate the till receipt/chit securely. There were two versions required, one for a 12 month subscription and the other for 24 months. Following production, a bulk delivery to the retailer's distribution centre was required.



The execution

We provided fully managed services for this project that included:

Artwork – supplied assets and guidelines from Norton to create artwork files using Green Gift Card’s patented M6C format

Prepress – created print ready artwork ensuring compliance with print and environmental guidelines

Proofing – created PDF and digital proofs for client and processor approval

Production – two versions of M6C Green Gift Card format were printed, inline gloss varnished, die cut to shape, glued and assembled

UK delivery – the cards were packed and labelled in accordance with destination retailers specifications and delivered to their distribution centre

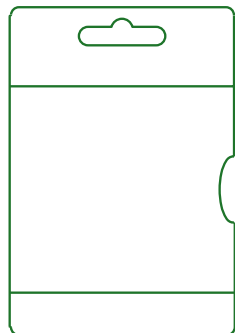


Green Gift Card successfully designed, produced artwork, printed and delivered 75,000 12 month and 8,000 24 month M6C format Cards.

The outcome

The unique solution allowed epay to launch Norton’s new Mobile Security product in to their retail channels in a format that worked with the existing range of gift card and retail displays.

This project also set the precedent for the till receipt/chit solution for the epay range of to POSA solutions that remains unique to epay today.



GGC10

M6C with pocket

Size: 86mm x 124mm sleeve
 Material: Value Green Card (VGC)
 590mic





GreenGiftCards.co.uk

Cheaper Quicker Greener

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