



**DIGISEQ** POWERS



**BOTTLES FOR PAYMENTS IN SUMMER PROMOTION FOR LONDONERS TO 'FIND THEIR FLOW'.**

**CASE STUDY**

**JUNE 2017**



As part of Lucozade's 'Find Your Flow' summer marketing campaign, commuters were offered a free journey on the London Underground, turning rush hour into 'Whoosh Hour'. From 30<sup>th</sup> May 2017 to 2<sup>nd</sup> June 2017, the top-selling energy drink manufacturer helped Londoners 'find their flow' with contactless payment bottles. Thanks to an NFC smart chip embedded at the base of the bottles provisioned with payment accounts, these bottles could be swiped for entry to the city's Tube network by tapping in and out at barriers, just like contactless payment cards or Oyster Cards.

### **Our Prepaid Product**

Provision any object with lightning-quick and reliable contactless payment capabilities. With prepaid payment accounts, you can pre-load money onto the enabled device. Whether you're an organiser of a music festival or a marketing campaign, enabling seamless payments help enhance your customers' experience.

Partnering with Universal Smart Cards who helped design the bottle and MuchBetter, a fintech company that provided the payment accounts, DIGISEQ was responsible for supplying the chips and provisioning the accounts securely as part of our end-to-end service. The unique provisioning service turned the chip into MuchBetter payment accounts and for the first time ever, outside of a secure environment - making the project adaptable and agile.

DIGISEQ managed the project end-to-end from concept to delivery, minimising disruption to Lucozade's manufacturing and distribution processes. DIGISEQ's experience and expertise in remote provisioning meant that tech issues were resolved efficiently and testing was done 'on the go', which translated to cost savings on Lucozade's part.

Terrie Smith, CEO of DIGISEQ said, "Lucozade Energy approached us with a problem – how to turn a bottle into a payment device? This is DIGISEQ's speciality and we knew that MuchBetter would be a good partner to enable this. DIGISEQ delivered the MuchBetter accounts to the bottles without the need for complexity but maintaining the security that is required for payments. This is the beginning of something for us as a small company."

"Our end-to-end service, from chip selection to live deployment, enabled Lucozade's payment bottles to penetrate the market under 8 weeks."



"We are very proud to be part of this great campaign and to be working with Lucozade Energy and TFL, alongside many other great partners (like DIGISEQ). We understand what makes people move and how to turn a technical complexity into an enjoyable and functional customer experience. MuchBetter helped to inject the campaign with a technological kick."

**Israel Rosenthal, CEO  
MuchBetter**

Be  Payment Ready

Wish to enhance your event or marketing campaign?  
Partner with us.

Get in touch with us today.

Web: <https://www.digiseq.co.uk/>

Email: [info@digiseq.co.uk](mailto:info@digiseq.co.uk)

