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The advertisement features the Worldpay logo at the top left. Below it, the title "My Business Hub" is written in a large, bold, red font. To the right of the title is a photograph of the My Business Hub device, which is a white, all-in-one payment terminal with a touchscreen display and a card reader. Below the title and image, there is a paragraph of text describing the device. At the bottom of the advertisement, there is a red banner with the heading "What can you do with My Business Hub?" and four icons representing different features: a card payment icon, a card payment device icon, a receipt printer icon, and an online tool icon.

worldpay

My Business Hub

A simple, all-in-one payment system that makes running your business easier. Replace your existing cash register, card payment device and receipt printer with one simple, elegant device.

What can you do with My Business Hub?

- Take card and cash payments from your customers and reconcile with a few taps
- Link to the card payment device so you only have to key transactions once
- Print receipts via an integrated printer
- Access an online tool that allows you to see card transactions, sales trends and financial analysis

"Thanks for all the hard work in taking photographs for our new product My Business Hub. Choosing the locations, finding models and props, and ensuring very high-quality shots on the day, I really appreciated all the hard work you put in.

You were very creative and constructive and it's meant that we have some lovely lifestyle shots of the product to use in our marketing materials ready for launch. Thanks again."

Jaia Lloyd, Marketing Manager, SME marketing, Worldpay UK.

CASE STUDY. Worldpay were planning to launch a new all-in-one payment system and needed images to support the marketing of this new product. They required photos to use on an email marketing campaign and their website.

Jaia Lloyd, the Marketing Manager, approached me and explained that prior to this shoot, most of the photos they'd used before came from the American side of the business and they felt they didn't represent their British customers.

Together we studied the Worldpay global library images and realised they often featured clearly American locations, such as diners and 'mom & pop shops' and were very 'glossy' and 'corporate', which didn't fit the British market.

The images we planned to shoot, therefore, needed to have a more down to earth feel, represent modern British people (a mixture of ages, races and fashions) and look as natural as possible so potential buyers could identify with them.

Together with producer Ed Webster, we took on the task of sourcing locations from the high-street, hiring models and a make-up artist and organising props, budgets and schedules. We worked closely with Jaia to put together a clear manageable brief that would meet Worldpay's needs for this campaign.

Afterwards I prepared a set of proofs for Jaia to select from and retouched the final images, which they are now using to launch 'My Business Hub'. They will also use more images later in the year as the product is pushed out to a wider potential market.

What can you do with My Business Hub?



Take card and cash payments from your customers and reconcile with a few taps



Link to the card payment device so you only have to key transactions once



Print receipts via an integrated printer



Access an online tool that allows you to see card transactions, sales trends and financial analysis



A Simpler Way

Operated by a detachable Android tablet, My Business Hub lets you take payments over the counter, or anywhere on your shop-floor via Wi-Fi. It's fast and intuitive to use and frees up your time by automating cash and card reconciliations leaving you to concentrate on running your business.

Benefits for your business



Run your business more efficiently

My Business Hub is designed to make you more productive. From fast transactions to easy reconciliations, you'll save time from day one.



Easy to use and set up

It's easy to assemble, you just unpack, plug in and with a few simple steps you'll be taking payments.



Give your customers a great experience

The flexibility of My Business Hub lets you spend more time with customers and take payments anywhere on your shop-floor, helping to eliminate queues.



Evolves with your business as you grow

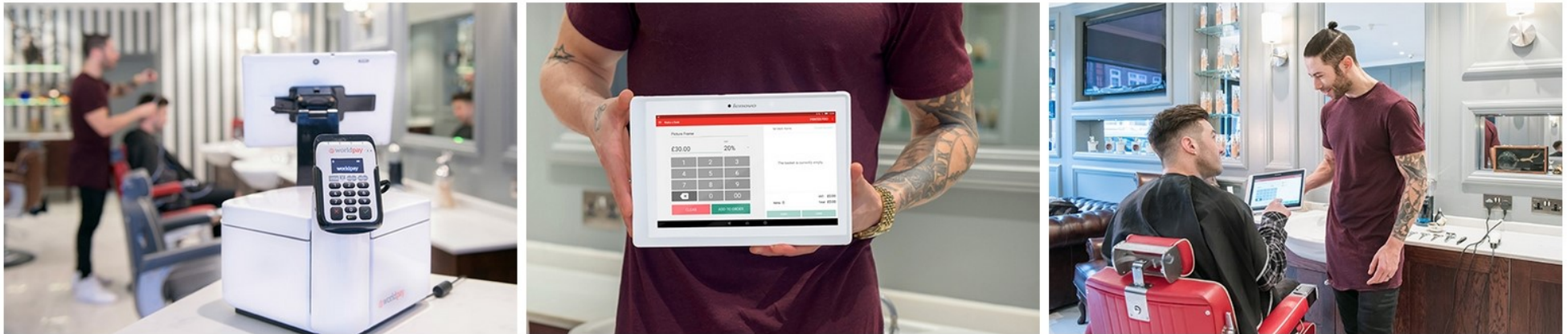
The simple app gives you access to the very latest technology. New features and functions will be added directly via the app on your tablet as we introduce new tools to help you run your business.

Works with My Business Dashboard

My Business Dashboard is our online tool that gives you access to your card transactions online. Now with My Business Hub you can see both cash and card transactions in your My Business Dashboard account so you can view and compare sales trends, helping you run your business more efficiently.

MY BUSINESS HUB

My Business Hub is a simple way to take payments, print receipts and reconcile your day's sales. Operated by a detachable tablet device, it lets you take payments over the counter, or anywhere on your shop floor via WiFi. It's fast and intuitive to use for you and your customers, whilst freeing up your time by automating cash and card reconciliations, leaving you to concentrate on the day-to-day running of your business.



Taking payments is simple

SIMPLIFY WITH MY BUSINESS HUB

If you currently use a separate cash register, card payment device and receipt printer, now you can simplify with My Business Hub. It's an all-in-one flexible payment system that makes running your business easier.









