

Case study



One in five shoppers say cash only businesses are less **RELIABLE**, according to new research

Retail Times be inspired

Shops that shun technology losing consumer confidence, Worldpay research shows

[Shops that shun technology losing consumer confidence]
Shoppers trust retailers more if they can see modern technology being used in store, claims research by payments processor Worldpay in collaboration with digital anthropologist Nik Pollinger. According to the research, conducted to support the launch of Worldpay's My Business Hub

Client brief

Golin commissioned Wide to help make research for worldpay into the cashless society stand out for an audience of retailers in the UK.

Wide response

Wide deployed in-house expertise on human behaviour and digital technology to recommend focal areas for the research.

A Wide representative presented the findings at a worldpay media event in London and was interviewed and quoted on the subject of the future of digital payments in broadcast and online/print outlets (national, business and trade).



The business PR agency