



**NEW PAYMENTS DEVICE:  
TAP AND GO MARKETING TOOLKIT**

Dear Operators,

You are one step closer to promoting contactless payments in your locations, including Apple Pay®, Android Pay™ and Samsung Pay!

To help you promote contactless payments with your locations, we've created the following marketing materials for you to help bring awareness and usage of tap to pay within your market locations:

- Commercial Display for Kiosks
- Tabletent Display
- One Sheet Overview
- Poster
- Direct Email Template Text
- Sample Social Media Posts

The remainder of this document will help explain how to use and/or print these materials so you can start using them with your markets. All of the material files are available here on Avanti Institute Micro Market Education for Excellence (AIMEE).

We greatly appreciate your support with promoting the new payments device at your market locations. Please don't hesitate to reach out to [marketing@avantimarkets.com](mailto:marketing@avantimarkets.com) with any questions regarding the Tap and Go Marketing Toolkit – we're here to help!

Thank you,

Avanti Markets Team

**AVANTI MARKETS INC.**  
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Tukwila, WA 98168  
Phone: (888) 937 – 2826 | Support: (844) 695 – 4675 | Email: [marketing@avantimarkets.com](mailto:marketing@avantimarkets.com)

## TAP AND GO MARKETING TOOLKIT:

### **COMMERCIAL DISPLAY FOR KIOSKS:**

- DELIVERABLE: a commercial that displays on the Kiosk touchscreen
- LOCATION: AMS; Appendix A
- INSTRUCTIONS TO USE: (1) The commercial is currently uploaded to the Commercial Management section within AMS; (2) Extend the commercial to your Kiosks by logging into to your account in AMS and go to: Campaigns → Commercial Playlists; (3) Select the locations to extend the Commercial Display to within your AMS account

### **TABLETOP DISPLAY:**

- DELIVERABLE: a double-sided stand-up flyer
- LOCATION: Appendix B
- INSTRUCTIONS TO USE: print and place the tabletop display on any tables located in the market location
- PRINT INSTRUCTIONS: Page Size: 4 x 6 inch, Paper: 2 Panel A-Frame

### **ONE SHEET OVERVIEW/POSTER:**

- DELIVERABLE: 8.5 inch x 11 inch flyer
- LOCATION: Appendix C
- INSTRUCTIONS TO USE: print and give to HR point of contacts, Market Users or anyone interested in learning more about the new payments device
- PRINT INSTRUCTIONS: Page Size: 8.5 x 11 inch, Paper: 100# Sappi Flo Gloss

### **DIRECT EMAIL TEMPLATE TEXT:**

- DELIVERABLE: text for an email to announce the new payments device
- LOCATION: Appendix D
- INSTRUCTIONS:
  - HR Directed Emails: (1) Copy and paste the text into your preferred email service; (2) Send to the HR point-of-contact at each of your market locations
  - Market User Direct Emails: (1) Copy and paste the text into your preferred email service; (2) Send to the Market Users at each of your market locations

### **SOCIAL MEDIA TEXT AND IMAGES:**

- DELIVERABLE: text to use on your Social Media accounts
- LOCATION: Appendix E
- INSTRUCTIONS: (1) Copy and paste the text into your Social Media account(s)

Feel free to tag us on Social Media when promoting contactless payments. Here's our information:

- Facebook: [www.facebook.com/avantimarketsinc](http://www.facebook.com/avantimarketsinc) (Search: Avanti Markets Inc.)
- Twitter: [www.twitter.com/avanti\\_markets](http://www.twitter.com/avanti_markets) (Username: @Avanti\_Markets)
- LinkedIn: [www.linkedin.com/company/avanti-markets](http://www.linkedin.com/company/avanti-markets) (Search: Avanti Markets)
- Instagram: [www.instagram.com/avantimarkets](http://www.instagram.com/avantimarkets) (Search: Avanti Markets)

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## APPENDIX A: KIOSK COMMERCIAL



## APPENDIX B: TABLETOP DISPLAY



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## APPENDIX C: ONE SHEET OVERVIEW/POSTER

Pay Your Way – Tap and Go

**AVANTI  
MARKETS.**

### Now Accepting Apple Pay, Android Pay and Samsung Pay

Your breakroom market allows for contactless payments! This means that you can pay for your favorite food and beverage items at the Avanti Markets kiosk with just your smartphone and a tap with the payments device.

**Try it today!**

Here's how:

1. Open up Apple Pay, Android Pay or Samsung Pay
2. Hold your smartphone within an inch of the payments device until the reader confirms the transaction is completed
3. If prompted, choose "Credit", regardless of your type of card

**Benefits:**

- No need to carry cash or debit cards, just your smartphone
- Ultimate convenience and a quick, simple way to pay
- Secure payment method for peace of mind

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## APPENDIX D: DIRECT EMAIL TEMPLATES

### HR POINT-OF-CONTACT:

<b>SUBJECT LINE</b>	More Ways to Pay! Contactless Payments are Now Available at Your Breakroom Market
<b>PRE-HEADER</b>	Discover the new functionalities
<b>BODY TEXT OF EMAIL</b>	<p>Your Avanti Markets Kiosk has a new device that offers additional payment options, including contactless payments with Apple Pay®, Android Pay™ and Samsung Pay.</p> <p>Ease of use, no need to carry cash/cards and enhanced security are just a few of the benefits of using contactless payments. Your employees will love using it!</p> <p>Here's how to pay with contactless payments:</p> <ol style="list-style-type: none"> <li>1. Open up Apple Pay, Android Pay or Samsung Pay (Authentication may be required)</li> <li>2. Hold your smartphone within an inch of the payments device until the reader confirms the transaction is completed</li> <li>3. If prompted, choose "Credit", regardless of your type of card</li> </ol> <p>In order to help you highlight this exciting news to your employees, we've attached helpful marketing materials to this email, including a Commercial for the Kiosk, Tabletent Displays and an Overview Handout.</p> <p>We're looking forward to bringing even more options, choice and an enjoyable experience for your employees!</p>
<b>CALL TO ACTION</b>	Contact us to learn more [link to your contact information]

### MARKET USERS:

<b>SUBJECT LINE</b>	More Ways to Pay! Contactless Payments are Now Available at Your Breakroom Market
<b>PRE-HEADER</b>	Discover the new functionalities
<b>BODY TEXT OF EMAIL</b>	<p>Your breakroom market now has a new payments device that offers Apple Pay®, Android Pay™ and Samsung Pay. This means that you can easily pay for your favorite food and beverage items with just your smartphone and a simple tap payment at the Avanti Markets kiosk.</p> <p>Here's how to start using contactless payments the next time you visit the market:</p> <ol style="list-style-type: none"> <li>1. Open up Apple Pay, Android Pay or Samsung Pay (Authentication may be required)</li> <li>2. Hold your smartphone within an inch of the payments device until the reader confirms the transaction is completed</li> <li>3. If prompted, choose "Credit", regardless of your type of card</li> </ol> <p>We're looking forward to bringing more options, choice and an enjoyable experience for you at the market!</p>
<b>CALL TO ACTION</b>	Contact us with any questions [link to your contact information]

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## APPENDIX E: SOCIAL MEDIA SAMPLE POSTS

### MARKET USERS:

<b>FACEBOOK / TWITTER</b>	<ul style="list-style-type: none"><li>• More ways to pay! Your #AvantiMarkets breakroom market now accepts Apple Pay, Android Pay and Samsung Pay. #payments [INSERT PHOTO]</li><li>• Exciting news! Pay for your favorite snacks with a simple tap with Apple Pay, Android Pay and Samsung Pay at your breakroom market now. [INSERT PHOTO]</li><li>• Payment just got much easier. You can now pay with a tap payment with contactless #payments at the #AvantiMarkets kiosk. [INSERT PHOTO]</li></ul>
<b>LINKEDIN</b>	<ul style="list-style-type: none"><li>• Our Avanti Markets kiosks now have contactless payments capabilities, including Apple Pay, Android Pay and Samsung Pay. Visit your breakroom market to try out this new payment option today!</li><li>• Exciting news! You can now use your smartphone to pay for your next food and beverage purchase at the market with Apple Pay, Android Pay and Samsung Pay. Check it out at your breakroom market today!</li></ul>

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- *Android, Google Play, and the Google Play logo are trademarks of Google Inc.*

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