**Cash Is… Consumer Cash Advocacy Campaign**

Cash Is… this is Cardtronics’ new campaign, launched in summer 2018, aiming to help consumers and others think of cash in a new light and change the conversation away from cash is still here to why would cash ever go away (there are so many great things about cash!).

With Cash Is, we have focused on telling a pro-cash message that is not ATM-centric but focuses on the unique experiences and emotions that can provide that other payment methods cannot. Whether that’s the joy of a child finding cash under their pillow from the tooth fairy or the experiences opened up with cash at out-of-the-way tourist destinations or so much more, the Cash Is campaign is fostering an emotional connection between cash and all the great things cash enables for us.

As part of the cash is campaign, Cardtronics launched a series of Cash Is video blogs on YouTube and our own Cash Is website – [www.whatiscash.com](http://www.whatiscash.com). We coordinated with the Cardtronics-produced videos to ask consumers to show what Cash Is to them through their own video submissions and a contest awarding $7,500 among three winners with the best cash moment stories.

Through WhatIsCash.com we also helped consumers find great ways to use cash more effectively in their daily lives, from teaching children the value of money to getting the most out of their world travels, through a series of blog posts.

This multi-touch campaign generated millions of impressions across Twitter, Facebook, YouTube and the WhatIsCash.com site and hundreds of thousands of views of Cash Is video content. We also integrated the Cash Is theme into our fall B2B activities, bringing versions of the Cash Is video content into our trade show booth to help retailers remember the importance of cash to their customers.

Campaign: Cash Is

URL: whatiscash.com

Dates: July 1, 2018 to Ongoing

Producer: Cardtronics

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