



To: Google Pay Participating Credit Unions  
Date: 21 September 2022  
Re: **MOBILE 07-22: Marketing Update RE Google Pay & Google Wallet**

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## Background

Google has recently announced that the Google Pay app is now called Google Wallet. As participating users may be aware, Google has changed the name several times in the last number of years; first the product was launched as Google Wallet, then renamed to Android Pay, followed by Google Pay, and now back to Google Wallet.

With the renaming to Google Wallet users will continue to provision their debit cards in the Google Wallet app and use it to pay everywhere Google Pay and contactless payments are accepted, just as they do today.

## Recommendation & Next Steps

CUCC is recommending credit unions update their marketing materials to present the most accurate information for the best user experience for your credit union members. CUCC will be updating our Mobile Wallet Resource Center by the end of September to reflect the marketing changes.

Google is suggesting credit unions lead with Google Pay in all messaging referencing contactless payments and tap to pay. If messaging is referring to adding a card, lead with cards are now added to Google Wallet.

An example of messaging could be as follows:

Headline: Google Pay™ is a fast, simple way to make contactless payments.



Sub copy: Add your debit card to Google Wallet and tap to pay everywhere contactless payments are accepted.



All Google Wallet Brand Guidelines can be found on the [Google Partner Marketing Hub](#). Please note, you will need to sign in to obtain the guidelines as well, credit unions will need to follow the Google approval process before information goes live to members.

For credit unions that are unfamiliar with the marketing hub, or need to obtain a sign in, please refer to our Google Pay Marketing Overview document which can be found [here](#), or on the CUCC site under the Mobile Resource Center.

If you have questions, please contact [mobile@cucc-cu.ca](mailto:mobile@cucc-cu.ca).

Regards,

Lisa Haverstock  
Manager, Programs & Implementations  
M 416-553-5825 E [lhaverstock@cucc-cu.ca](mailto:lhaverstock@cucc-cu.ca)