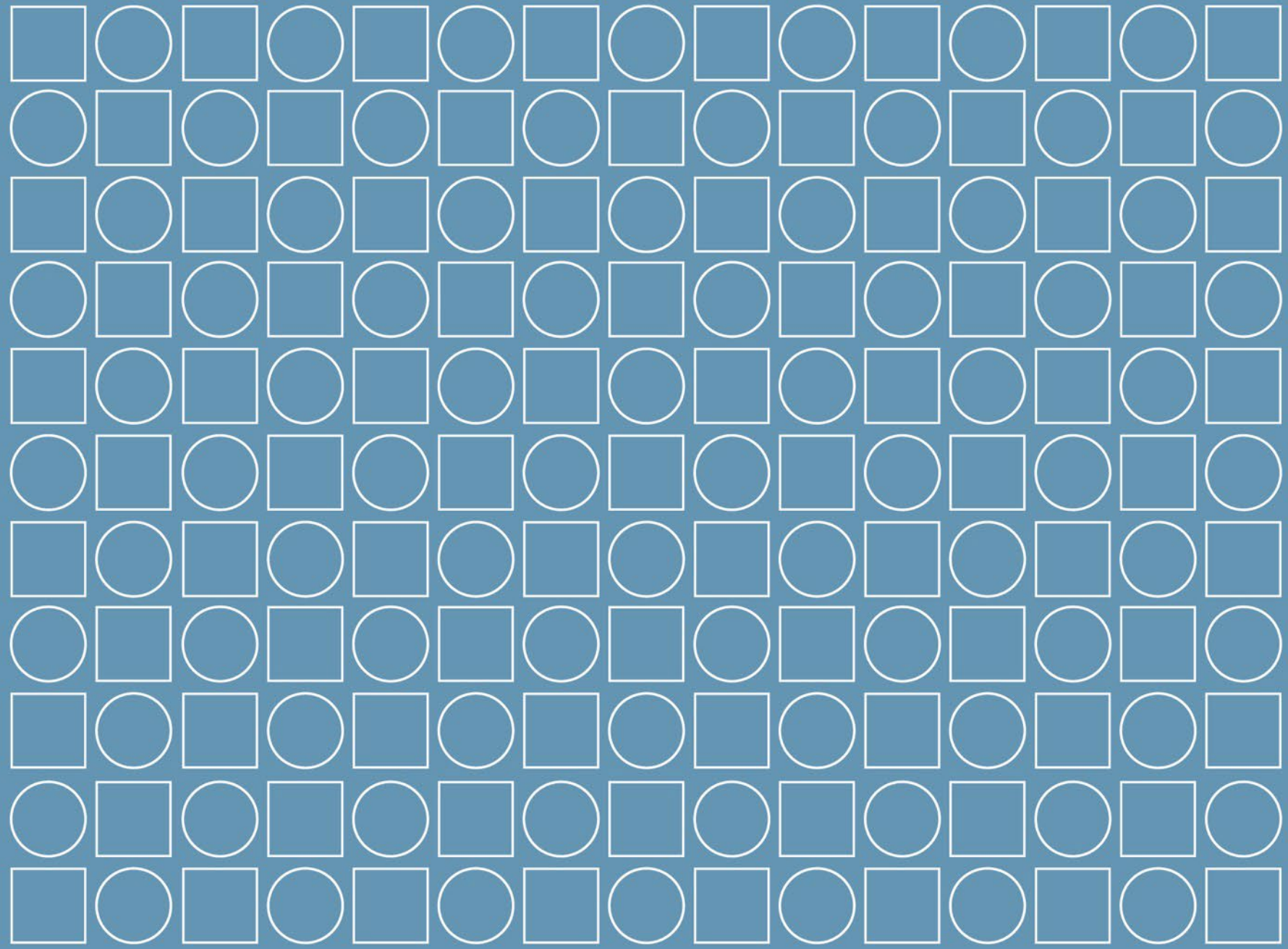


GCVA & PR
Agency One

Press & Media
Coverage

August 2024



Loyalty release 2.0

Title: MCA Insight

Date: 01.08.24

Link: <https://www.mca-insight.com/analysis-and-insight/the-keys-to-loyalty-scheme-success/693877.article>

MUU: 13,800

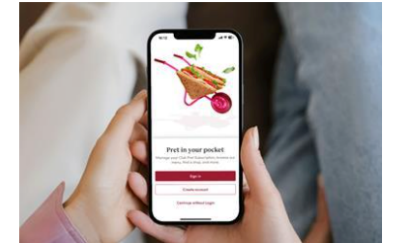


ANALYSIS & INSIGHT

The keys to loyalty scheme success

By Simon Brooke | 1 August 2024

From the launches of PizzaExpress Club and Pret Perks to Wagamama's more recent Soul Club, MCA writer Simon Brooke investigates what makes for a solid loyalty proposition, and why there's scope for even more growth in this space



Loyalty release 2.0



MODEST AND REGULAR INCENTIVES FOUND TO BE CRUCIAL IN SECURING CUSTOMER LOYALTY

6th August 2024



CATEGORIES

- ADVERTISING & MEDIA ▾
- AGENCIES ▾
- BRAND, RANGE, BUYING, LICENSING & MERCHANDISING ▾
- BRICKS & MORTAR ▾
- BUSINESS ▾
- BUSINESS OPPORTUNITES ▾
- BUSINESS TO BUSINESS (B2B) ▾
- CATALOGUE & PRINT CHANNEL ▾
- CHARITY & PHILANTHROPY ▾
- CITY/FINANCIAL/INVESTMENT/TRADING UPDATES ▾
- CREATIVE ▾
- CRM/LOYALTY/RETENTION ▾
- CUSTOMER RECRUITMENT MEDIA ▾

Title: Direct Commerce

Date: 07.08.24

Link:

<https://homeofdirectcommerce.com/news/modest-and-regular-incentives-found-to-be-crucial-in-securing-customer-loyalty/>

MUU: 8,000

New research from the Gift Card and Voucher Association (GCVA) reveals that modest and regular incentives are key to winning consumer loyalty in today’s competitive market.

This study, conducted with a nationally representative sample of 1,000 UK adults and insights from 36 GCVA member organisations, underscores how small (but not too small) yet frequent rewards can significantly influence where consumers choose to spend their money.

The findings show that loyalty schemes are far more than just a perk for many consumers; they are a decisive factor. A notable 25 per cent of consumers acknowledge loyalty schemes as a crucial motivator, with 11 per cent viewing them as a significant influence on their shopping decisions.

Dr. Hannah Shimko, Director General of the GCVA, underscores the importance of these insights: “In the fiercely competitive world of retail, our research reveals that loyalty schemes can make or break consumer relationships. The key takeaway is that you don’t need to offer extravagant rewards to make a meaningful impact. Modest and frequent incentives are remarkably effective in fostering deep customer loyalty.”



Loyalty release 2.0



Digital gift cards are favoured by UK consumers

It was only a matter of time... digital gift cards have overtaken physical cards for the first time in the UK.

Title: Fashion Network

Date: 30.08.24

Link: <https://uk.fashionnetwork.com/news/Digital-gift-cards-are-favoured-by-uk-consumers,1659596.html>

MUU: 30,720



Digital gift cards now command 52% of the market share, with sales surging by 17.1% in H1 2024, up from a market share of 30% in 2019. The findings from the Gift Card & Voucher Association (GCVA) illustrate a “pivotal shift in the UK gift card market”, it said.

“This milestone underscores the growing importance of digital solutions in the gift card sector, driven by their convenience, flexibility, and adaptability to modern business needs”, the GCVA added.



Loyalty release 2.0

Garden Centre Retail

Title: Garden Centre Retail

Date: 30.08.24

Link: <https://www.gardencentreretail.com/digital-gift-cards-overtake-physical-cards-for-the-first-time/>

MUU: 3,500

**DIGITAL GIFT CARDS
OVERTAKE PHYSICAL CARDS
FOR THE FIRST TIME**

by Joe Wilkinson | Aug 29, 2024 | Business, Centre News, Features, News | 0 comments

