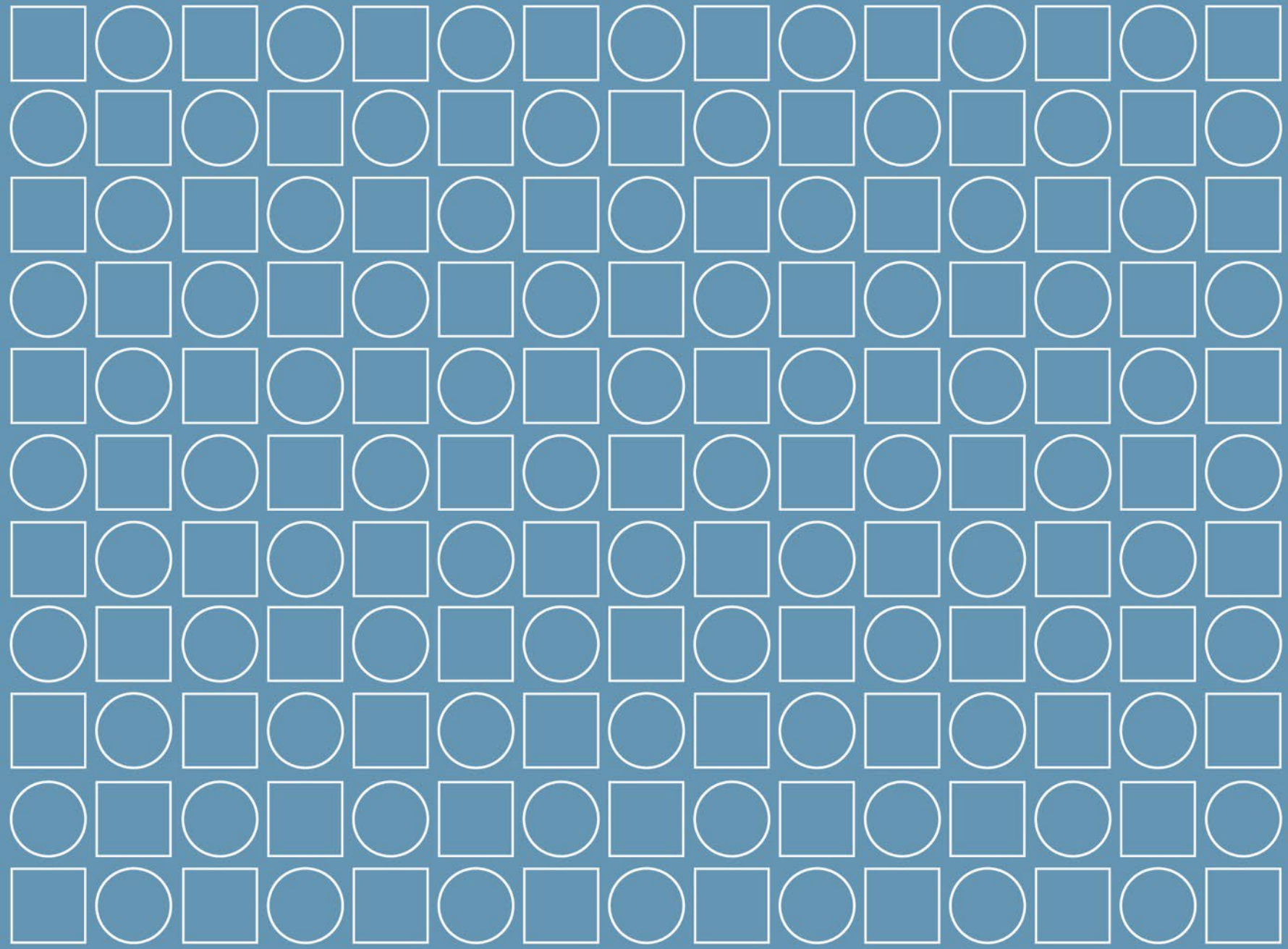


GCVA & PR
Agency One

Press & Media
Coverage

January 2024



The Upcoming – KPMG FIGURES



Title: The Upcoming

Date: 02.01.24

Link: <https://www.theupcoming.co.uk/2024/01/02/gifts-that-tell-a-story-unveiling-the-magic-of-gift-giving/>

MUU: 25,000

DA: 64



FEATURE OF THE WEEK

Gifts that tell a story: Unveiling the magic of gift giving



27th January 2024



THE EDITORIAL UNIT

When Christmases, birthdays, and anniversaries roll round - indeed, any occasion that might merit the giving of a gift - it can be easy to become cynical about the process. Sure, you don't want to get that special person "just" socks or body wash... but also, how many novelty branded mugs is one person ever likely to need? As the special occasions stack up, it can be so easy to be left jaded by it all.

So, here's a tip that will help restore some of that old-school "magic" to gift-giving, the kind of enchantment you often felt when giving or receiving presents as a child: look for a gift that tells a story.

That advice could be interpreted in quite a few different ways. But what we mean is, there are ways of purchasing gifts for our loved ones, friends, and colleagues that will have them truly captivated and thankful, rather than cringing. We're talking about the sorts of gifts that will have them saying, "It would have never crossed my mind to get that for myself... but it's just so me! Thank you."

Here are some of the strategies that can enable you to do exactly this, each and every time.



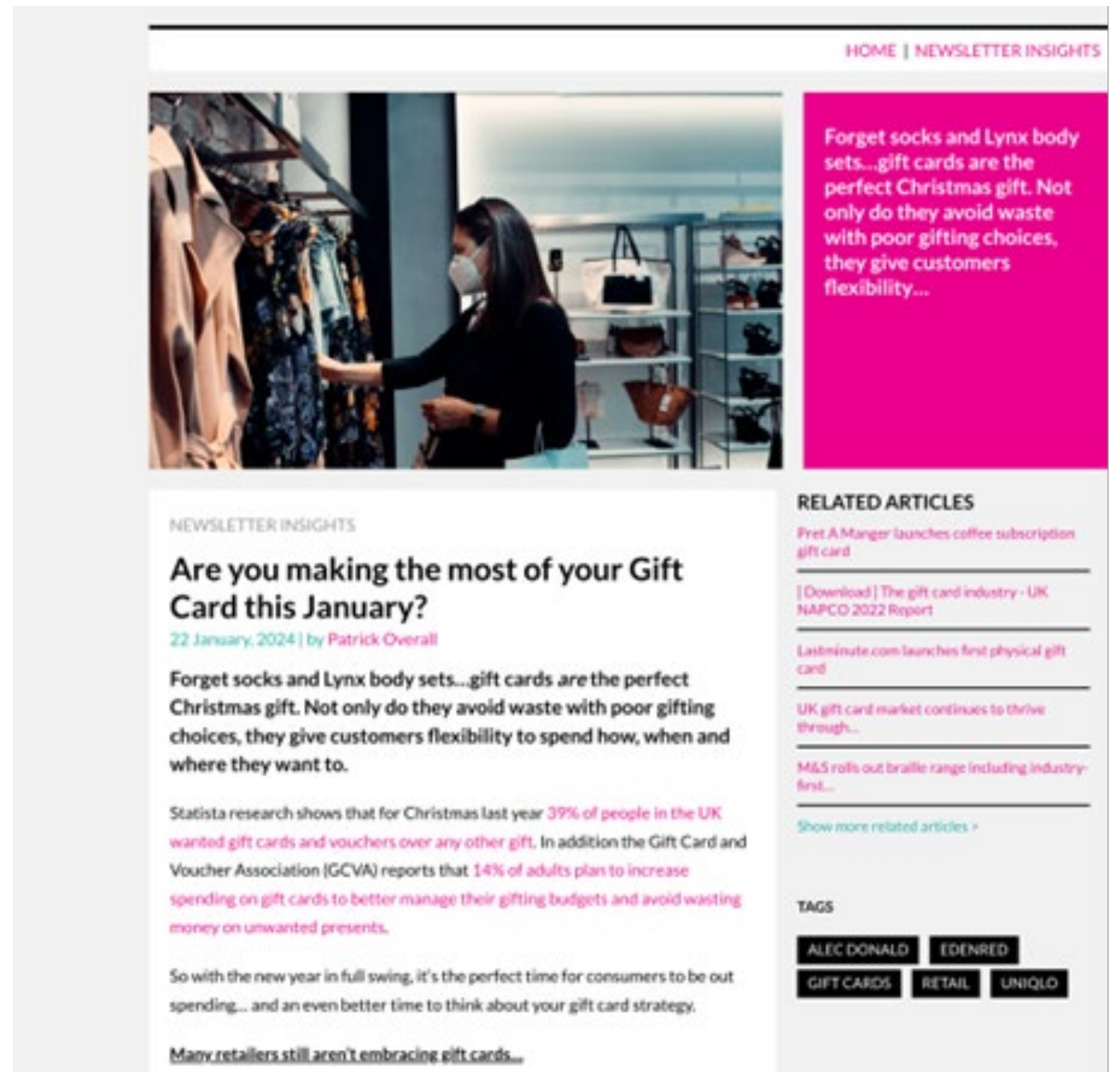
Title: The Retail Bulletin

Date: 22.01.24

Link: <https://www.theretailbulletin.com/retail-solutions/are-you-making-the-most-of-your-gift-card-this-january-22-01-2024/>

MUU: 15,000

DA: 50

A screenshot of a retail website article page. At the top right, there are navigation links for 'HOME' and 'NEWSLETTER INSIGHTS'. Below this is a large image of a woman in a black top and a white face mask browsing through clothing on a rack in a store. To the right of the image is a pink text box with white text: 'Forget socks and Lynx body sets...gift cards are the perfect Christmas gift. Not only do they avoid waste with poor gifting choices, they give customers flexibility...'. Below the image and text box is the article title 'Are you making the most of your Gift Card this January?' with a sub-headline '22 January, 2024 | by Patrick Overall'. The main text of the article begins with 'Forget socks and Lynx body sets...gift cards are the perfect Christmas gift. Not only do they avoid waste with poor gifting choices, they give customers flexibility to spend how, when and where they want to.' and continues with 'Statista research shows that for Christmas last year 39% of people in the UK wanted gift cards and vouchers over any other gift. In addition the Gift Card and Voucher Association (GCVA) reports that 14% of adults plan to increase spending on gift cards to better manage their gifting budgets and avoid wasting money on unwanted presents.' The article concludes with 'So with the new year in full swing, it's the perfect time for consumers to be out spending... and an even better time to think about your gift card strategy.' and a sub-headline 'Many retailers still aren't embracing gift cards...'. On the right side of the page, there is a 'RELATED ARTICLES' section with three links: 'Pret A Manger launches coffee subscription gift card', '[Download] The gift card industry - UK NAPCO 2022 Report', and 'Lastminute.com launches first physical gift card'. Below this is a 'TAGS' section with buttons for 'ALEC DONALD', 'EDENRED', 'GIFT CARDS', 'RETAIL', and 'UNIQLO'. A 'Show more related articles >' link is also present.