



## GCVA Hall of Fame Awards 2023



Enjoy the GCVA Hall of Fame 2023 highlights - did we feature YOU?

## And that's a wrap! Celebrating another fantastic year for Gift Cards...

Wow. A record number of you attended last week's GCVA Hall of Fame Awards 2023. 8 Northumberland Avenue - what a fabulous, historic venue and what a night.

The GCVA is super proud to share the incredible 2023 Winners and Highly Commended. Their contributions and dedication to the gift card industry are so inspiring. Thank you, and congratulations to all of the entrants, incredible award-winners and highly commended companies, judges, sponsors - the bar was really raised this year.

Read on to find out more about the winning campaigns and what the judges said.

With over 65 entries competing for NINE hard-fought categories, our judges had a tough task deciding the winners - so thank you all for your time and commitment. And

then, you the members had the hard task of choosing the Rising Star of the Year. Not to mention the GCVA Executive awards, two of the night's most prestigious awards: 'GCVA Member Organisation of the Year' and 'Honoured Industry Contributor'.

And a huge thank you from me personally for my first award in 44 years! I am now the proud owner of my own Hall of Fame glass sculpture, and I couldn't be more delighted.

Thank you to our sponsors: Blackhawk Network (BHN), our Lead Sponsor, who ensured we could deliver this fabulous event; Edenred: After Party Sponsor; Motivates, lastminute.com and Prezzye: Category Sponsors. The amazing GCVA team who worked tirelessly to make this the best night ever, our event teams and of course we couldn't have done it without you!

Once again, a huge thank you to Ben Jones, back in action as our brilliant MC and OMG his auctioneering skills! Are there no end to this man's talents? We raised an extraordinary £1100 from the auction of Nova 14k White Gold Lab-Grown Diamond Earrings - thank you Pandora and including the raffle with amazing prizes from our members and friends raised a total of £3335 for The Trussell Trust, helping fight food poverty in the UK.

Most of all, THANK YOU for being part of this year's event. We are delighted to confirm that we will be hosting the awards next year, once again at 8 Northumberland Avenue – September 12<sup>th</sup> -HOLD THE DATE. And never too early to enquire about sponsorship or to reserve your table.

**PS.** The next big in-person event is the GCVA One Day Summit on November 9th (non-members welcome) - you can [Book here](#).

A handwritten signature in black ink that reads "Gail". The letters are cursive and fluid, with a large loop on the 'G' and a long tail on the 'l'.

Gail Cohen | Director General, GCVA

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## GCVA Hall of Fame Awards 2023

Award Category	Winner	Highly Commended
Best Industry Innovation	Cadogan	Green Gift Cards
Best Creative Marketing Campaign	Motivates	One4all
The Big ESG	Currys	Bravand & Miconex
Best B2B Product or Service	B4B Payments	Prezzee
Best B2C Product or Service	Little Starts	Society of London Theatre
Team of the Year	InComm & Sainsbury's	Jigsaw
Manufacturer of the Year	Incodia	Green Gift Cards
Service Provider of the Year	Tillo	Savvy
Retailer / Issuer of the Year	Marks & Spencer	Motivates
Rising Star of the Year	Katie Lavis	
GCVA Member Organisation	Savvy	
Honoured Industry Contributor	Caroline Watson	
Outstanding Contribution to the Industry	Gail Cohen	

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After Party Sponsor



MOTIVATES



lastminute.com

Category Sponsors

# THANK YOU

## Hall of Fame Awards Judges - 2023

Adam Hobbs

Alan Ralph

Alex Preece

Andy Philpott

Annabel Le May

Ben Jones

Caroline Watson

Chris Ronald

David Walsh

Eoin Whyte

Glenn Sizer

Heather Rogers

Jackie Barker

James Malia

Jilly Cross

Jonathan Bedford

Julie Barbier-Leblan

Kathy Heath

Louise Hickey

Malcolm Berg

Martin Cooper

Miranda Graesser

Paddy Goggin

Samantha Bray

Siobhan Moore

Stoytcho Vlaykov

Warren Humphries



## CADOGAN

### 1. BEST INDUSTRY INNOVATION

#### Winner: Cadogan

*Judges' comments: "Cadogan has demonstrated an innovative application for a market that doesn't yet have a big presence in the gift card space.*

*The Sloane Street Gift Card is the world's first luxury destination gift card.*

*Showing a deep understanding of the customer and bolting on additional services or benefits that are new and relevant.*

*A drive to elevate the product whilst working with and showcasing multiple brands has been really effective. Demonstrating innovation, vision and strategic partnerships and adding unique value to consumers and partners."*







## Highly Commended: Green Gift Cards

**Judges' comments:** *"Green Gift Cards' submission is unique and, dare we say, noble. It is something the judges haven't seen before. As demonstrated by the patent application, this innovation supports not just the company but the whole industry in overcoming fraud while delivering a sustainable solution to a widespread issue.*

*We must take a leaf out of their book to move towards a better future for the planet and industry."*

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# MOTIVATES

## 2. BEST CREATIVE MARKETING CAMPAIGN

### Winner: Motivates

**Judges' comments:** *"This Christmas marketing campaign demonstrated a devoted and fearless approach, focusing on building sustainable brand awareness and deeply engaging with customers.*

*Centred around gathering the right talent to do the job and then brilliant execution.*

*Motivates ran an engaging campaign with consistent messaging across multiple touchpoints. This storytelling shows a real self-starter looking to change their and the market's worlds.*

*Going from a lack of marketing to leading the campaign with a whole new team boldly and ambitiously to challenge the market is incredibly*



*impressive."*

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## **Highly Commended: One4all**

**Judges' comments:** *"The ambition of One4all's campaign has creativity at its heart, yet it's a business campaign with emotive storytelling, which makes it unique and successful."*

*With excellent use of video bringing the spirit of Christmas alive, using influencers to engage with the target audience and bring personality synonymous with the season was genius."*

*This campaign showed humour and fun with clear, tangible results that demonstrated impact. A well-rounded creative success story that pulled at the heartstrings!"*

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## **3. THE BIG ESG AWARD**

### **Winner: Currys**

**Judges' comments:** *"Currys' gift card team aligned with the entire business to prove what gift cards can do in this space. Not just commercially but to achieve real ESG impact."*

*The ESG strategy's overall effect on this business is fantastic, and seeing the continued drop in CO2 emissions is excellent, even if you just take*

*away the last 12 months. What impressed the judges was a small team creating robust creative internal engagement with a head-on approach, working with the digital poverty alliance.*

*The result was a massive uplift in charity card sales and positive internal contribution from all store staff.*



*A fantastic example of ESG not being self-serving but impacting the entire business and community."*

Following their win, Glenn Sizer Currys Head of Prepaid & Subscription Partnerships said: *'On a fantastic night for the industry, it was great to be recognised for Currys commitment to ESG, not just our gift card team but Currys as a whole. Nights like this and our amazing industry peers inspire us to keep improving.'*



## **Highly Commended: Bravand & Miconex**

**Judges' comments:** *"This partnership was all about benefiting a local community, particularly those from low-income households affected by a cost-of-living crisis, aimed to promote spending within the community via gift cards.*

*While both companies responded to a commercial opportunity, they still showed a successful and ambitious approach to develop, test and launch a fast and effective delivery system in just four weeks.*

*Clear goals were set, with a substantial contribution and focus on ESG, teamwork, communication, execution, and impressive results. If this can happen in one city, we are keeping an eye on this successful ESG initiative rolling out further."*

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## 4. BEST B2B PRODUCT OR SERVICE

### Winner: B4B Payments

**Judges' comments:** *"This was a great example of a partnership to provide a solution to meet a retailer's needs to facilitate international refunds after the voluntary recall of 1.7 million Fitbit Ionic smartwatches.*

*Each partner brought their expertise to create a successful outcome for all parties involved. Not only this, but the visually compelling entry took you on a journey with a registration rate of 90%, showing how you can flip negative PR into very positive PR.*

*An impressive submission, including the delivery with a rapid turnaround whilst overcoming the complexity of countries, languages and currency.*

*The collaboration between the three organisations showed effective and clear communication."*



### Highly Commended: Prezzee

**Judges' comments:** *"In just two years, Prezzee has seen phenomenal success in the UK; the stats say it all. Driving real value for their clients has paid off in the results. And when backed up with industry research & recognition in the use cases provided.*



*This entry is a fantastic disruptor, shaking things up and impacting the market. End users are given a real seal of approval with a focus on personalisation."*

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## 5. BEST B2C PRODUCT OR SERVICE

### Winner: Little Starts Gift Cards

**Judges' comments:** "A compelling entry for this category, demonstrating a clear focus on the proposition and their brand goals from the outset.

*Little Starts has done a superb job of networking and engaging with experts across the industry and has been laser-focused and relentless in its ambitions and goals.*

*Their focus on building the brand and communication is central to their strategy, which is very important.*

*This entry was solid across the board and, whilst new in the market, definitely reflected how this team met the brief to "show us how your consumer gift cards and services have placed customer needs at the heart of the solution."*





## Highly Commended: Society of London Theatre / Theatre Tokens

**Judges' comments:** *"A strong entry with supporting evidence which outlined how the team has delivered a focused product 'the Harry Potter and the cursed child gift card' which was tailored to the market and met the client brief, providing a solid set of results for this specific market.*

*Theatre Tokens did a great job demonstrating how they developed their product and tailored their marketing to land successfully in their niche market. "*



**Sainsbury's**

## 6. TEAM OF THE YEAR

### Winner: InComm Payments & Sainsbury's

**Judges' comments:** *"This is an impressive joint effort that displays a very effective team strategy.*

*Both partners have gone above and beyond to review and implement new innovative approaches. It engages all angles of the gift card programme with impressive results, showing a highly effective cross-collaborative method.*



*Right through to its connection to marketing, this team focus has shown a clear commitment.*

*You can see solid commercial success and a team that cares and strives to continuously learn and grow. The partnership is deep-rooted, and it came together not just to create a campaign that resonated, but the actual performance and outcome was incredible."*

Miranda Graesser, Head of Gift Cards & Sainsbury's Energy commented: *'We are thrilled to have won Team of the Year and the recognition from our industry peers. InComm Payments and Sainsbury's are very proud of the collaborative and successful partnership we have to drive innovation and excellence for customers along with significant growth for our Gift Card programme.'*



## **Highly Commended: Jigsaw Business Solutions**

**Judges' comments:** *"Jigsaw's ambition to raise its brand awareness in a very competitive industry is impressive.*

*It shows a commitment towards long-term growth; from a tiny team focusing on working closely with clients and listening to their needs, they make themselves stand out in a crowded field of larger competitors.*

*Their promotional activities show the potential of gift cards to drive end-customer engagement and sales.*

*Teamwork is evident through their work and client campaign success stories."*



## **7. MANUFACTURER OF THE YEAR**

**Winner: Incodia**

**Judges' comments:** *"Incodia has had an outstanding year across the*

*board (no pun intended), presenting a strategically coherent and focused approach to their market opportunities, all backed up by results.*

*They have demonstrated their ambition, drive for product improvement and diversification, sustainability focus, and continuing focus on supporting the industry.*

*The judges unanimously declared Incodia the 'Manufacturer of the Year.'*



## **Highly Commended: Green Gift Cards**

**Judges' comments:** *"Green Gift Cards continues to champion the sustainability agenda and lead by example with an impressive year of activity, including a patent-pending innovation that enhances consumer protection and developing new capabilities to target the local retailer segment with flexible print-run demands.*

*The judges were impressed by their ambition and follow-through. Overall, an excellent year for Green Gift Cards and deserving of the Highly Commended Award."*



## **8. SERVICE PROVIDER OF THE YEAR**

**Winner: Tillo**



**Judges' comments:** *"Tillo's entry showed concise financial data and quantifiable results showing that the customer is always the top priority whilst highlighting impressive results across all aspects of the business. The judges were impressed by the many investors/advisors from the gift card space & fintech world.*



*And also, the success achieved from a customer perspective and strong standards around privacy and security, both of which remain the pinnacle to clients and partners.*

*It was evident to see the inclusion at all levels and a good focus on new markets, existing service and product development."*



## **Highly Commended: Savvy**

**Judges' comments:** *"Fantastic, clear ambition from Savvy, showing great outcome, value, and a core focus not just around expansion but innovation.*

*What's impressive is the desire to drive the industry into new areas whilst opening up new audiences. As well as a dedicated focus on working in partnership with clients strategically and investing in and evolving their product offering.*

*Finally, we particularly loved this company being the first processor to switch to cloud-based, providing a huge advantage to partners and clients and an example of their continued ambition."*

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# M&S

EST. 1884

## 9. RETAILER/ISSUER OF THE YEAR

### Winner: Marks & Spencer

**Judges' comments:** *"M&S has achieved a huge amount across multiple channels. The outcomes were across so many parts of this organisation, showing how good the engagement of gift cards is and why they are at the forefront in the retail sector with gift cards."*

*Really well-executed marketing campaign with fantastic results.*

*Strong engagement from partners and across the business - from store workers to CEO, marketing to fulfilment to compliance; this strategic helicopter approach to considering all aspects ensures this company thrives.*

*Fantastic innovations: Gift cards for EID and visually impaired individuals in partnership with the Royal National Institute for the Blind. Christmas corporate gifting campaign aligned to core themes, driving an 83% YOY conversion rate.*

*The list goes on and shows why M&S is the true winner."*



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## MOTIVATES

### HIGHLY COMMENDED: MOTIVATES

**Judges' comments:** *"This entry showed fantastic results and a dynamic strategy, particularly corporate social responsibility and ESG contributions and collaborations. Evidence was shown of the business scaling up by 25%,*

*including a significant boost in brand acquisition, excellent financial growth, new products, and seasonal campaigns.*

*It's brilliant to see this level of engagement within the community and driving strong positioning amongst peers."*

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## **10. RISING STAR OF THE YEAR**

### **Winner: Katie Lavis, Founder of Little Starts Gift Cards**

Congratulations to Katie Lavis for being the 2023 recipient of this new coveted award.

**Judges' comments:** *"The last 12 months have seen phenomenal growth and change for Katie Lavis.*

*She has brought a brand new product to the gift card marketplace - with over 85 providers on board, accepting this gift card at over 9k outlets nationwide.*

*She has worked tirelessly to grow her innovative business. This rising star continues to contribute to the children's activity sector, vocally supporting child development and parental wellness."*



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## **GCVA Executive Awards**

### **11. GCVA MEMBER ORGANISATION OF THE YEAR**

#### **Winner: Savvy**

Congratulations to Savvy, the 2023 recipient of this new prestigious award.

**Judges' comments:** *"Savvy doesn't stand still for a small team with a fantastic reputation in the industry.*

*You could describe this company as 'good people'. But, of course, it's much more than this. They have a product ready to go, which has proved it can work well repeatedly.*

*The accolades go on - opening the industry to exceptional niche brands who otherwise wouldn't be part of it, a strategic and ambitious approach to analytics and fearless expansion overseas.*

*And a continued drive with thought leadership and pushing the boundaries of what this industry can become.*

*This innovation and an honest & trustworthy approach mean they deserve to be recognised as the GCVA Hall of Fame Member Organisation of the Year '23."*

Eoin Whyte Chief Revenue Officer & Co-Founder commented: *"Thank you to our customers, partners, industry colleagues, and the Savvy team of stars that helped to make this happen. We were genuinely blown away. Savvy turns 20 next year and we are still only getting started!"*



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## 12. HONOURED INDUSTRY CONTRIBUTOR

### **Winner: Caroline Watson, Voucherline**

Congratulations to Caroline Watson for being the 2023 winner of this most prestigious industry award.

**Judges' comments:** *"The worthy winner of the GCVA Honoured Industry Contributor 2023 is a provocateur in the gift card space.*

*This was not a hard decision for the GCVA Executive for someone with an undeniable passion for the wider gift card market.*

*Paradoxically, she has also managed to challenge the industry in a positive way with energy, tireless reinvention, and protection of the consumer. She keeps the*



*industry on its toes - true, honest and with integrity.*

*It is this fearless passion and energy that we must all strive for."*

**Caroline commented on her win:**

*"I'm honoured to have received this truly special award at an event that brings together the very best of the gift card community. It was a pleasure to celebrate the achievements of all the winning*

*organisations, and the success of Voucherline is a testament to our wonderful team - many of whom are family members!"*



### **13. OUTSTANDING CONTRIBUTOR OF THE YEAR**

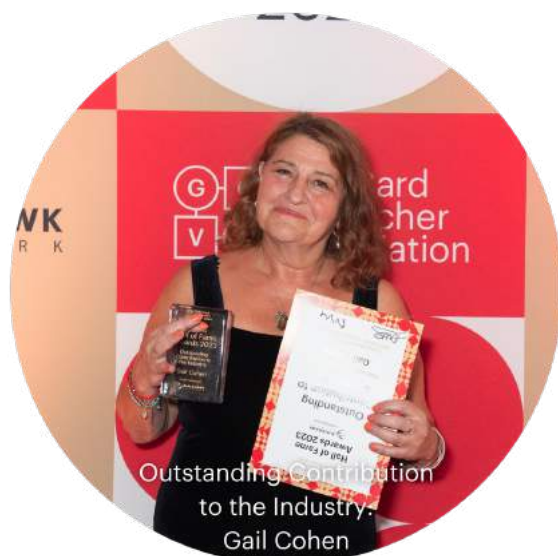
Congratulations, and huge thanks to Gail Cohen, Director General, GCVA, for your outstanding contribution to the industry.

It takes someone with flare to continually come up with new ideas to showcase the industry; someone with drive to crystallise them into being and a magician to find the budget to launch and keep them running. Well that, in a nutshell, is what Gail Cohen has done since the day she joined the GCVA in 2015. Under Gail's leadership the membership has grown by 50%, the turnover of the GCVA has grown by three thirds.

Gail has driven the GCVA's output achieving; over 20 events (live and virtual) a year, outstanding quality of industry research, thought leadership events with GCVA partners and through the GCVA's engagement with other trade associations, Government and other parties across the world.

Gail was also the mastermind behind #GiftBetter. This social media

platform that is focused on engaging with consumers through social media. It has been a roaring success, that has a reach of nearly 8 million.



The GCVA Conference continues to be the flagship industry event of the year. Under Gail's custodianship, it has changed beyond recognition and is now the biggest gift card industry event in the world.

And of course, Gail has been instrumental in creating these fantastic Hall of Fame Awards and ensuring it is now a firm fixture in our calendars.

Under Gail's watch, her dedication to this cause has been outstanding. Gail has transformed this Association and is leaving it in fighting fit form, ready for the next chapter. - *GCVA Chairs Adam Hobbs & Siobhan Moore*

Gail GCVA Director General Commented:

*"The Hall of Fame Awards are a highlight of the industry calendar and have become a highly anticipated event within the gift card community. I'm extremely grateful to receive such a special award and am privileged to be part of this amazing industry.*

*"Congratulations are in order for all of our wonderful winners, it's always a pleasure to hear about and celebrate the incredible achievements of our members. Whilst this might be my final Hall of Fame Awards as Director General, I'll continue to be involved in the gift card community and champion its ongoing innovation and the fantastic people behind it."*

## **Thank you to our Lead Sponsor**



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The GCVA Hall of Fame Awards was sponsored by Blackhawk Network (BHN), an award-winning fintech company driving meaningful connections through payments.

**Anna Uprichard, Regional Lead, EMEA, at BHN, said:** *"BHN were delighted and proud to be sponsoring the GCVA Hall of Fame Awards for the 2nd year running.*

*This event celebrates the great and the good of the gift card industry and*

*showcases the wonderful, innovative and extraordinary things that have been achieved over the last 12 months. We were excited to spend an evening with such an esteemed group of people for a night that was both enlightening and fun."*

**Thank you for all the donations to the charity raffle and to those who bought tickets.**

**We raised an incredible £3335.00!**

**If you didn't have a chance to buy raffle tickets, you can donate to The Trussell Trust via the QR Code.**



Gift Card & Voucher Association

## **Photo Wall of Fame**

**Congratulations to all the winners!**

















For more information about becoming a GCVA member, visit [www.gcva.co.uk](http://www.gcva.co.uk).

Interested in sponsoring a future GCVA event? We'd love to hear from you! Contact: [info@gcva.co.uk](mailto:info@gcva.co.uk).

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