

2023
Time To
#GiftBetter

1.

Top Tips

Buying a Gift Card

Set your budget and choose

Want to keep a close eye on your finances? Gift cards can help you do this - they allow you to spend an exact amount with your favourite brands or from the world of experiences. Have a look online or in-store, and you'll find something for everyone - even hard-to-shop-for friends!



Gift Card & Voucher Association

2.

Top Tips

Buying a Gift Card

Ask questions

We get it - you want to be informed. And if you're buying a gift card for someone else, you also want to be sure they have everything they need to enjoy their gift. So, ask questions!

- What's the expiry date?
- Can it be used online or just in-store?
- How can you check the balance?



Gift Card & Voucher Association

3.

Top Tips

Buying a Gift Card

Keep the receipt

It goes without saying, but always keep gift cards safe. Physical cards should be kept in your purse/ wallet or another safe place; some digital cards can be secured in your mobile wallet, added to your account with a retailer or saved in your emails. It's always a good idea to keep the receipt and pass it on with the gift card for peace of mind - in case it's misplaced. If a gift card is lost or stolen, you should be able to get a replacement if you can show the receipt and card number, even if it's a photo on your phone.



Gift Card & Voucher Association

4.

Top Tips

Buying a Gift Card

Point out the value and how to use it

When giving a gift card to a friend, family member or colleague, let the recipients know how to use it and that they can check the balance at the checkout in-store and/or online. All gift cards are subject to terms of use; let the receiver know where to find them (usually on the back of the card, packaging and/or on gift cards website). This will ensure they get the best out of your gift.



Gift Card & Voucher Association

5.

Top Tips

Buying a Gift Card

Beware of gift card fraud

Unfortunately, gift card fraud can (and occasionally does) happen, so only buy gift cards from trusted sources. If it's a physical card, check for any tampering with the packaging/card - such as scratching or any material covering the PIN. If someone contacts you by phone, via email, unsolicited text, e.g. PPI or unsolicited returns, or asks you to pay them with a gift card, it's probably a scam. You will only need to use your PIN when redeeming or checking your balance, so don't disclose it anywhere else for any other reason. You should never need to share any sensitive information about your finances with anyone to buy a gift card.



Gift Card & Voucher Association

1.

Top Tips

Spending a Gift Card

Treat your gift card like cash

With unique designs and branding, it's easy to forget that a gift card is like cash - here to be spent and enjoyed! Remember, many gift cards can be added to your online account or mobile wallet for safekeeping, so you can find them easily.



Gift Card & Voucher Association

2.

Top Tips

Spending a Gift Card

Keep hold of any paperwork

If you ever lose your gift card or it's stolen, your receipt, a photo, or the card number, should help you claim a refund or replacement. BUT ensure you keep your PIN protected and do not disclose it to anyone unless you are redeeming your gift card or checking your balance. Make sure you keep your gift card and your receipt separate so that if you lose the gift card, you still have proof of purchase.



Gift Card & Voucher Association

3.

Top Tips

Spending a Gift Card

Enjoy it how you like it

With a gift card, you can choose exactly what you spend it on. Most cards can now be used online, so you don't need to wait; you can just log on and start shopping. Check, though, as a few may be in-store only - their terms of use will be on the gift card packaging, the gift card itself and/or available online on the gift card's website. Register your gift card immediately online if this service is provided.



Gift Card & Voucher Association

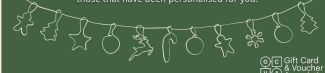
4.

Top Tips

Spending a Gift Card

Relax! You're protected

Remember that your consumer rights apply to gift cards like any other gift. On the off chance the card is faulty, you can return it for a replacement or refund. If it was bought online, you have a right to return it without reason within two weeks of the day you received it. Remember, however, this right doesn't apply to digital gift cards or those that have been personalised for you.



Gift Card & Voucher Association

5.

Top Tips

Spending a Gift Card

Now's the fun part. Spend it and enjoy it

Gift cards aren't something to put in the bottom of the drawer and save for a rainy day. Many gift cards are valid for a limited period and the value on them doesn't accrue interest. Always check if the gift card has an expiry date. Remember, they are there to be spent and enjoyed, not saved, so get out there, have fun and treat yourself!! Happy Gifting!



Gift Card & Voucher Association

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FOLLOWERS

(month on month)



26,719

↑4.4%



7,248

↑3.2%



8,861

↑7.6%

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RESULTS

Date	Member	FB Reach	IG Reach	Tw Impressions	Total
1.12.23	M&S	7,624	3,019	17,201	27,844
2.12.23	Argos	3,423	4,924	17,301	25,648
3.12.23	WHSmith	1,533	4,827	20,228	26,588
4.12.23	INCOMM	3,589	2,652	21,896	28,137
5.12.23	River Island	2,497	4,837	14,012	21,346
6.12.23	Currys	3,499	2,619	24,547	30,665
7.12.23	Motivates	2,049	4,674	12,481	19,204
8.12.23	lastminute.com	825	1,029	9,592	11,446
9.12.23	Theatre Tokens	1,468	1,398	7,423	10,289
10.12.23	Tesco	2,127	3,732	24,647	30,506

RESULTS

Date	Member	FB Reach	IG Reach	Tw Impressions	Total
11.12.23	John Lewis	2,504	3,014	14,110	19,628
12.12.23	New Look	1,420	2,627	10,882	14,929
13.12.23	Top Tips/EVERYWISH	1,698	630	6,456	8,784
14.12.23	M&S	2,855	3,201	11,259	17,315
15.12.23	Halfords	2,141	1,249	6,803	10,193
16.12.23	Mitchel & Butler	1,794	5,130	9,062	15,986
17.12.23	National Book Tokens	1,489	1,112	8,145	10,746
18.12.23	WHSmith	3,294	4,460	9,525	17,279
19.12.23	Top Tips/EVERYWISH	1,347	762	5,565	7,674
20.12.23	Sainsburys	4,541	2,634	9,352	16,527

RESULTS

Date	Member	FB Reach	IG Reach	Tw Impressions	Total
21.12.23	Tesco	2,219	6,413	14,271	22,903
22.12.23	Theatre Tokens	5,379	2,332	10,279	17,990
23.12.23	Record Tokens	1,474	1,011	5,024	7,509
24.12.23	Aldi	1,875	2,332	8,763	12,970
25.12.23	One4all	5,937	3,607	19,482	29,026
26.12.23	Top Tips/EVERYWISH	1,110	1,558	4,894	7,562
27.12.23	Top Tips/EVERYWISH	1,303	1,154	6,486	8,943
28.12.23	lastminute.com	1,845	2,060	6,433	10,338
29.12.23	Top Tips/EVERYWISH	2,711	1,402	5,721	9,834
30.12.23	Theatre Tokens	8,305	3,360	12,720	24,385
31.12.23	Top Tips/EVERYWISH	1,725	1,646	6,569	9,940
1.1.24	Aldi	5,499	4,082	22,450	32,031

SUMMARY

Notes / Comments:

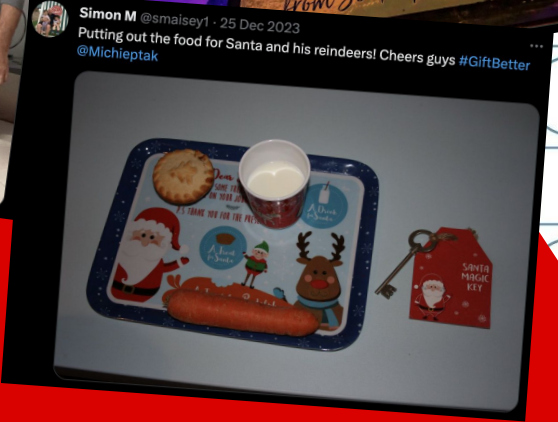
- December Campaigns total reach surpassed 500,000
- Followers increased across all platforms increasing the most on Twitter with over 1,000+ followers
- Our giveaway with Aldi (1.1.24) had the highest reach at 32,031 and the highest number of entries at 4,000+
- 2nd highest reach was with our Currys giveaway (6.12.23) at 30,665
- 3rd highest reach was with our Tesco giveaway (10.12.23) at 30,506
- After using different call to actions we saw increased user engagement with posts shared more frequently
- Twitter and Facebook users continue to share personal photos with us when entering the giveaways
- Lots of our followers stayed loyal, entering our giveaways most days throughout December

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SOCIAL ENGAGEMENT



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

SOCIAL ENGAGEMENT

 Top fan
Susanne Sadler-Newman
#GiftBetter
I am looking forward to celebrating Christmas with my Son and Daughter in law 
Ella Dawn




 **Sare Davies**
We always love visiting Lightwaves at Salford Quays. This was my absolute favourite over the years. The World with Media City in the background on one side and The Lowry on the other. #GiftBetter Nili Laila




 **Corinne Cirkovic**
#GiftBetter So many brilliant shows to choose from. I do love a musical so I am particularly looking forward to Moulin Rouge and the King and II!  **Helly Rimmer**
2 w Like Reply Hide
 Helly Rimmer replied · 1 reply


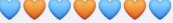
 Top fan
Roseanne Robertson
#GiftBetter merry Christmas liked and shared   spending time with my family also going to enjoy our xmas dinner turkey with roast potatoes parsnips carrots stuffing pigs in blankets this would be a lovely surprise for my twin daughters birthday on the 27th **Kelly Dunn**   


 Top fan
Anthony Green
The lego that my wife pops in my stocking every year #GiftBetter **Suzie Marie Green**
Merry Christmas



 **Ellen Stafford**
I really enjoyed this festive read! #GiftBetter **Claire Woods**



 Top fan
Sarah Jane Jones
I've been planning a week of healthy family meals ready for a trip to Aldi tomorrow!

Thank you **GiftBetter** and good luck everyone x
#GiftBetter
Angie M Webster

 **Becky Clarke**
Opening the santa mail from post box, playing family games and leaving out mince pies for santa #GiftBetter



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SOCIAL ENGAGEMENT



@giftbetteruk



madmoo888 #Giftbetter we had a quiet evening watching TV after a delicious Christmas Eve meal 🥰 @bastowp



kazweedon Thailand because it looks beautiful and interesting and SUNNY @geoffhirstuk #GiftBetter



nicolagod3 @jodiebopz #GiftBetter The Snowman is our favourite. 🐼❄️😊



bsayburn My Christmas trifle it's a true family favourite in house - the joy of Christmas with every delicious mouthful 🥰🥰 #GiftBetter @psayburn



caspertheghostie @kate.hayes78 what would you fancy if we won? 😊 #giftbetter moulin rouge might be good



annabelle_31_ Seeing my family, loving, cracking jokes and playing silly games. #giftbetter @ayda_33_ 🎁🌟



mumsy2four I'm most excited to seeing my 2 eldest children because they don't live at home and have to travel back so that will be an extra special gift 🎁 @welshiesx_22x #giftbetter



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