

UK **gift card**  
& voucher association



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UKGCVA & PR AGENCY ONE  
PRESS & MEDIA COVERAGE

**MAY**

**Title:** Bdaily

**Date:** 08.05.19

**Link:** <https://bdaily.co.uk/articles/2019/05/08/continual-success-of-gift-card-sector-highlighted-at-leading-conference>



## Continual success of gift card sector highlighted at leading conference

Over 400 industry professionals from across the globe came together to discuss ongoing trends and developments within the gift card industry, at the largest, international conference of its kind based in the UK.

The UK Gift Card and Voucher Association (UKGCVA) conference, which took place at the Grange Tower Bridge Hotel in London, welcomed a record number of professionals from industry leading brands, retailers, tech and payment companies and industry associations.

To accommodate for the growing interest in the event, it took place over two full days for the first time.

Attendees gained exclusive access to the much-anticipated State of the Nation 2019 whitepaper, sponsored by FirstData, which revealed the latest consumer and business insights into the gift card and voucher industry. Delegates discovered how gift cards continue to be a popular gifting method, with 87% of shoppers purchasing these products at least once a year.

Guests also heard from over 40 compelling speakers including Rt. Hon. Diane Abbott MP and keynote speakers Talbott Roache, CEO and president of Blackhawk Network, and bestselling author and futurist, James Wallman.

Talbott Roache - one of the most influential women in payments - provided a global perspective on the gift card industry today, while James Wallman shared the seven essential rules for working, living and giving today, based on decades of research.

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The event celebrated the continuing success of the gift card industry, with a particular focus on the growth of B2B and B2C channels.

Gail Cohen, director general of UKGCVA, said: "The gift card industry still continues to grow and has never been more relevant to buyers and shoppers, as we move towards a cashless society. The conference, which is the largest of its kind in Europe provides members of the industry, UK and internationally, a chance to explore, discuss and debate the elements that make up this thriving industry. This is an annual platform to demonstrate where the industry is going and provides an opportunity for brands to launch and share new innovations and products, as well as network.

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**Title:** Boutique

**Date:** 14.05.19

**Link:** <http://boutique-magazine.co.uk/gift-cards-driving-increased-shopper-engagement-and-loyalty/>

**DA:** 13

**boutique.**  
BUSINESS SENSE FOR FASHION RETAILERS



Fashion Fix

on May 14, 2019

## Gift cards 'driving increased shopper engagement and loyalty'

Gift cards are playing a growing role in driving customer loyalty and engagement, reveals new research published by the UK Gift Card & Voucher Association (UKGCVA).

Its findings are based on *The State of the Nation* report, which has been compiled by GlobalData and sponsored by First Data. A survey of 2,000 UK shoppers found that almost a fifth (18.5 per cent) have become a regular customer of a brand or organisation after being given one of their gift cards.

This loyalty increases among a younger demographic, with 31 per cent of Generation Z/Millennial (16-34-year-old) shoppers stating that they have become a repeat customer after being given a gift card.

The in-depth research, which looked into perceptions, attitudes and habits within the industry, also pointed to signs that gift cards could be leveraged as a strong weapon in the wider fight to maintain loyalty. It found that almost three-quarters of UK consumers (73.5 per cent) would be interested in the ability to collect points or to receive cashback on future purchases when redeeming gift cards.

However, despite this, less than one quarter (23.1 per cent) of gift card managers (surveyed separately as part of the study) said they use gift cards as part of a customer loyalty scheme.

Gail Cohen, director general of the UKGCVA, comments: "Our research found that gift cards are set to play several crucial roles in retail over the coming years and, in particular, will serve an important function in driving brand awareness, engagement and customer loyalty.

"Gift cards are a great way to introduce a customer to a new brand and also help to build continued customer engagement when used as part of a customer loyalty or incentive programme.

"It is therefore more important than ever that the industry seeks to satisfy rapidly-evolving shopper requirements by ensuring the most effective programmes and systems are in place.

"Part of this, is for senior management and the c-suite to work closely with the gift card professionals within their organisations to understand the true value and potential that gift cards can play in their marketing, loyalty and sales strategies."

Dom Morea, Head of Gift Solutions at First Data, adds: "The research further highlights that gift card programmes must meet the expectations of ever-evolving purchasing habits across multiple age groups. Additionally, the research reinforces that a business' branded currency strategy should incorporate an omni-channel consumer experience across a brand's physical and digital assets."

For more information, please visit: <http://www.ukgcva.co.uk/downloads/State-of-the-Nation-non-members.pdf>

**Title:** Craft Focus

**Date:** 31.05.19

**Link:** <https://www.craftfocus.com/news/14760/gift-cards-driving-increased-shopper-engagement-and-loyalty>

**DA:** 27

## CRAFTFOCUS

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**Title:** Entirely London

**Date:** 08.05.19

**Link:** <https://www.entirelylondon.co.uk/news/retail/towerhamlets/continual-success-of-gift-card-sector-highlighted-at-leading-conference7366>

**DA:** 18



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1220 NEWS



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**Title:** Entirely Retail

**Date:** 08.05.19

**Link:** <https://www.entirelyretail.com/news/london/towerhamlets/continual-success-of-gift-card-sector-highlighted-at-leading-conference7366>

**DA:** 18



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**Title:** Event Industry News

**Date:** 10.05.19

**Link:** <https://www.eventindustrynews.com/news/the-gift-card-and-voucher-association-conference-highlights-continued-success-for-the-sector>



## The Gift Card and Voucher Association conference highlights continued success for the sector

By Mally Hoakings 10th May 2019

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**Title:** Gift Focus

**Date:** 31.05.19

**Link:** <https://www.giftfocus.com/news/14760/gift-cards-driving-increased-shopper-engagement-and-loyalty>

**DA:** 27

## GIFTFOCUS

### Gift cards driving increased shopper engagement and loyalty

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**Title:** Incentive and Motivation

**Date:** 15.05.19

**Link:** <http://incentiveandmotivation.com/gift-cards-driving-increased-shopper-engagement-loyalty/>

**DA:** 35



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\*Please note that gift cards refers to digital, voucher and physical products.

**Title:** Retail Jeweller

**Date:** 23.05.19

**Link:** <https://www.retail-jeweller.com/industry-and-data/gift-cards-help-increase-consumer-loyalty-finds-report/7035900.article>

## Retail Jeweller

### Gift cards help increase consumer loyalty, finds report

23 MAY 2019 • BY SIOBHAN HOLT

Research published by the UK Gift Card & Voucher Association (UKGCVA) found 18.5% of consumers became regular customers of a brand or organisation after receiving a gift card.



**Title:** Retail Tech Innovation Hub

**Date:** 08.05.19

**Link:** <https://retailtechinnovationhub.com/press-releases/2019/5/8/continual-success-of-gift-card-sector-highlighted-at-ukgcva-conference>

**DA:** 37



RTIH



## Continual success of gift card sector highlighted at UKGCVA conference

EVENTS

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There was a particular focus on the growth of B2B and B2C channels. Gail Cohen, Director General of UKGCVA, says: "The gift card industry still continues to grow and has never been more relevant to buyers and shoppers, as we move towards a cashless society. The conference, which is the largest of its kind in Europe provides members of the industry, UK and internationally, a chance to explore, discuss and debate the elements that make up this thriving industry. This is an annual platform to demonstrate where the industry is going and provides an opportunity for brands to launch and share new innovations and products, as well as network."

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Scott Thompson

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**Title:** Retail Tech Innovation Hub

**Date:** 13.05.19

**Link:** <https://retailtechinnovationhub.com/home/2019/5/13/why-retailers-shouldnt-underestimate-the-value-of-gift-cards>

**DA:** 37



## Why retailers shouldn't underestimate the value of gift cards

GIFT CARDS

By Gail Cohen, Director General of the [UK Gift Card and Voucher Association](#)

The struggles currently faced by the High Street have been well-documented in recent years. While it may be tempting to blame these woes on the rise of e-commerce, it unfortunately doesn't seem to be that straightforward, with some of the biggest online-only players reportedly encountering financial difficulties.

In such a challenging environment, retailers must be responsive to consumers' changing demands, and any strategy that can drive consumer footfall and encourage greater spend should be embraced wholeheartedly.

The UK Gift Card and Voucher Association (UKGCVA) recently published its bi-annual [State of the Nation](#) research, which seeks to explore UK shoppers' attitudes towards gift cards – be they physical, digital or paper. The results of this year's survey, sponsored by First Data, highlighted their enduring popularity amongst consumers of all ages and revealed them to be an extremely useful tool for retailers looking to attract and retain customers.

The report showed that a massive 83.7% of UK shoppers have purchased a gift card at some point in their lives. Perhaps even more significantly, the youngest generation Z/Millennial generation (aged 18-34) shoppers represent the most frequent purchasers. 43.7% of this age bracket purchase one at least once every two months, as opposed to 34.8% of Generation X (aged 35-54), and just 16.3% of baby boomers aged 55 and above.

With demand so high, here are just four of the ways that a well-managed gift card scheme can be of great benefit to retailers.

### Attracting new customers

One of the most obvious benefits for retailers is the ability to attract new customers; gift cards can play an important role in driving brand awareness and engagement. Often, the recipient is not already a customer of that particular brand, enabling retailers to build relationships with shoppers they may have otherwise struggled to reach. Giving consumers the option of spending their gift cards online provides retailers with additional data collection opportunities, helping them to expand their marketing lists.

Scott Thompson

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MAY 13, 2019

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### ADYEN'S 2019 GLOBAL RETAIL REPORT



**Title:** Retail Times

**Date:** 21.05.19

**Link:** <http://www.retailtimes.co.uk/gift-cards-driving-increased-shopper-engagement-and-loyalty/>

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Published on 21/05/2019 by Fiona Briggs in Data Time, Research



Gift cards are playing a growing role in driving customer loyalty and engagement, according to the latest research published by the UK Gift Card & Voucher Association (UKGCVA).

The State of the Nation report, compiled by GlobalData and sponsored by First Data, surveyed 2,000 UK shoppers and found that almost a fifth (18.5%) have become a regular customer of a brand or organisation after being given one of their gift cards.

This loyalty increases amongst a younger demographic, with 31% of Generation Z/Millennial (16-34 year-old) shoppers stating that they have become a repeat customer after being given a gift card.

The in-depth research, which looked into perceptions, attitudes and habits within the industry, also pointed to signs that gift cards could be leveraged as a strong weapon in the wider fight to maintain loyalty. It found that almost three-quarters of UK consumers (73.5%) would be interested in the ability to collect points or to receive cashback on future purchases when redeeming gift cards.

However, despite this, less than one quarter (23.1%) of gift card managers (surveyed separately as part of the study) said they use gift cards as part of a customer loyalty scheme.

Gail Cohen, director general of the UKGCVA, commented: "Our research found that gift cards are set to play several crucial roles in the coming years and, in particular, will serve an important function in driving brand awareness, engagement and customer loyalty.

"Gift cards are a great way to introduce a customer to a new brand and also help to build continued customer engagement when used as part of a customer loyalty or incentive programme.

"It is therefore more important than ever that the industry seeks to satisfy rapidly-evolving shopper requirements by ensuring the most effective programmes and systems are in place.

"Part of this, is for senior management and the c-suite to work closely with the gift card professionals within their organisations to understand the true value and potential that gift cards can play in their marketing, loyalty and sales strategies."

"The research further highlights that gift card programmes must meet the expectations of ever-evolving purchasing habits across multiple age groups," said Dom Morea, head of gift solutions at First Data, and sponsor of the State of the Nation report. "Additionally, the research reinforces that a business' branded currency strategy should incorporate an omni-channel consumer experience across a brand's physical and digital assets."