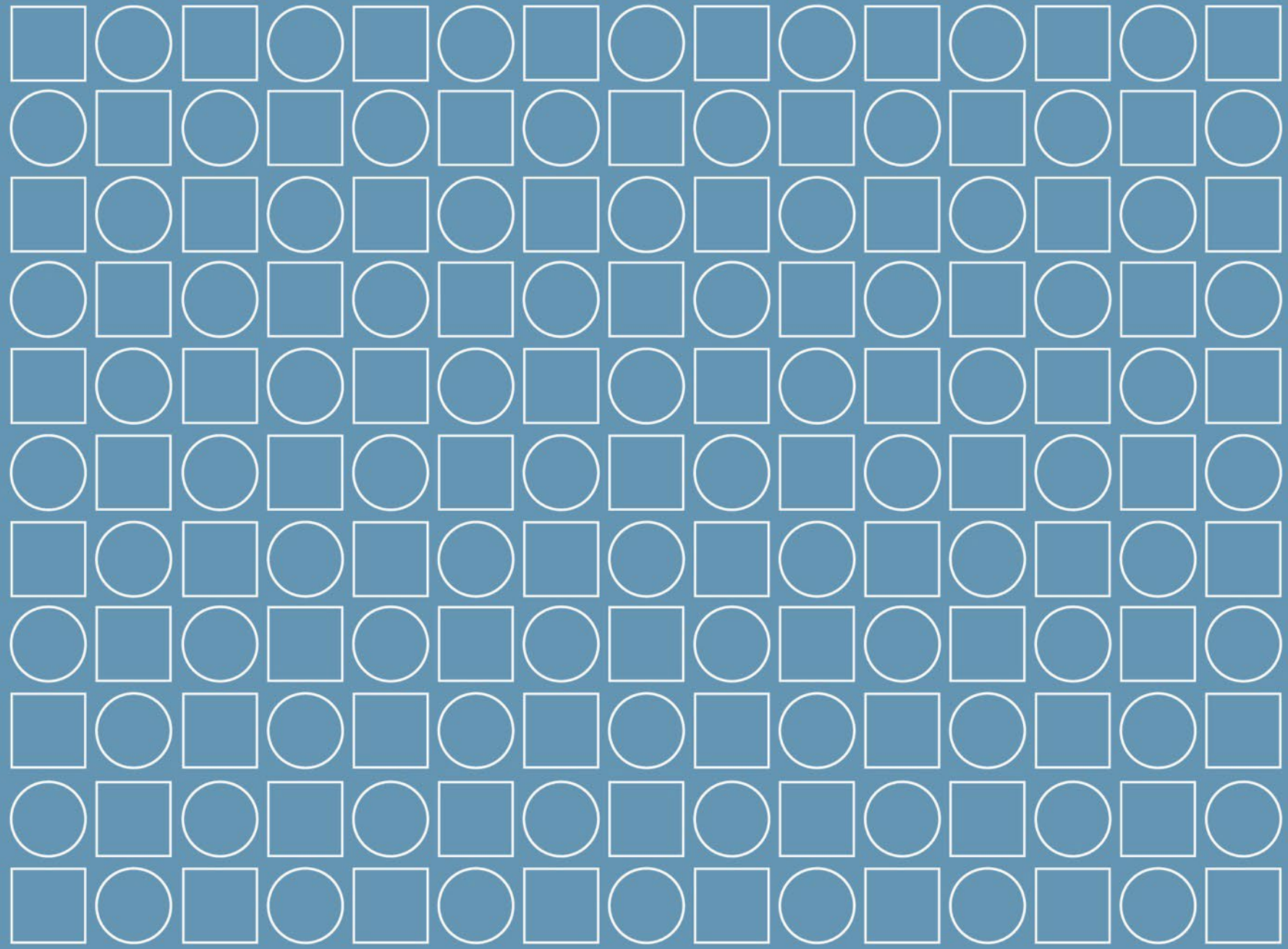


GCVA & PR
Agency One

Press & Media
Coverage

November
2024



Comment op

Title: The I

Date: 08.11.24

Link: <https://inews.co.uk/inews-lifestyle/money/bills/lost-gift-card-expired-paul-lewis-3367472>

MUU: 1,574,790



THE **i** PAPER



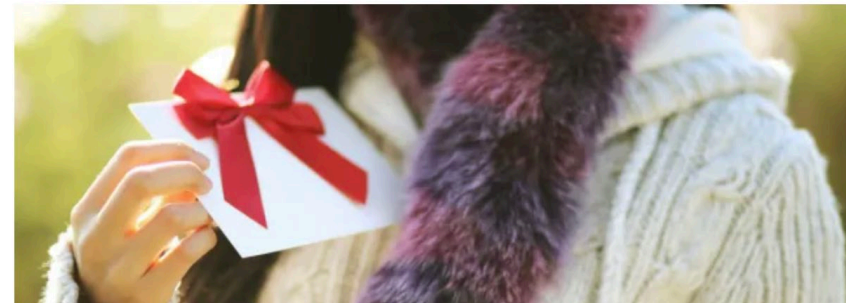
OPINION

By Paul Lewis

I lost £140 after my gift card expired. What should I do? Paul Lewis replies

A reader was given the wrong information by a retailer and is now trying to get their money back

November 07, 2024 9:45 am



Comment op

Title: The Guardian
Date: 27.11.24
Link: Print coverage
MUU: 70,000,000



theguardian

How to give the perfect Christmas gift card

A treat for some, a lazy gesture for others: gift cards are divisive. Here are the perks, costs and caveats it pays to be aware of, according to money editor **Hilary Osborne**

When Stephen received an M&S voucher from his parents for Christmas, he did what many of us do: shoved it in his wallet and forgot about it. Months later, when buying a sandwich in the shop, he remembered he had it and handed it over.

"The cashier took it and, handing it back, said something like, 'You still have £96-something on your card.' I couldn't believe it," he says. "I continued to use it for incidental sandwiches for a further six months until it ran out. It's the best Christmas present of my adult life - it just kept giving."

Gift vouchers divide opinion: for some, they are a way to ensure someone can treat themselves to exactly what they want, when they want, and better than cash because they won't end up being used to pay a gas bill. For others, they are a sign you didn't have a clue what to get and had to make a panic purchase at the checkout.

Despite this, the industry is worth millions, and Christmas is boom time. Figures from the Gift Card & Voucher Association (GCVVA) show that, in the second half of last year, just over £2bn worth of cards and vouchers were sold in the UK. More than half were bought by businesses - a recent trend has seen employers offer workers vouchers they can use in supermarkets and the like - but separate research for the association found that 33% of adults bought one for Christmas last year.

The GCVVA disputes an old £300m

figure that is often quoted as the value of unspent cards, but it is clear from companies' accounts that there are balances left sitting on vouchers. This may sound like good news to retailers, but Alec Donald, of Edenred Payment Solutions, says that is not the case. Donald is a bit of a voucher expert, having spent almost a decade working for companies that run schemes for retailers.

"That unspent money has an opportunity cost," he says. "A gift card can be an early touchpoint with a consumer - it may be the first time they've shopped with you. When they use it, they may spend more than the voucher." He points to those for the cinema chain Cineworld - you may put the whole of the voucher towards tickets and splash out extra on popcorn or drinks.

Sanjay Aggarwal says that his independent spice business, Spice

Feature

Title: Inkl

Date: 27.11.24

Link: <https://www.inkl.com/news/it-paid-for-six-months-of-sandwiches-7-tips-for-buying-the-perfect-gift-voucher>

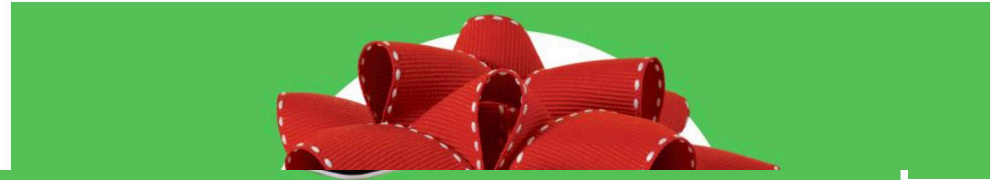
MUU: 70,020



'It paid for six months of sandwiches!' 7 tips for buying the perfect gift voucher

ONE4ALL

TESCO



Gift cards: beautiful thought or terrible burden? Composite: Guardian Design; Getty Images

When Stephen received an M&S voucher from his parents for Christmas, he did what many of us do: shoved it in his wallet and forgot about it. Months later, when buying a sandwich in the shop, he remembered he had it and handed it over.

Feature

Title: Yahoo! News

Date: 27.11.24

Link: <https://uk.news.yahoo.com/warning-issued-anyone-buying-gift-153444766.html>

MUU: 2,790,000



yahoo!news

BirminghamLive

Warning issued to anyone buying gift cards as presents for Christmas

James Rodger

27 November 2024 · 2-min read

A warning has been issued to anybody buying gift cards for [Christmas](#). People have been warned over the terms and conditions and little known expiry dates, as we head into the Christmas season and the festive rush December brings.

"If you receive a gift card, remember that they aren't something to put in the bottom of the drawer and saved for a rainy day," says the GCVA. "They are there to be spent and enjoyed, so get out there, have fun and treat yourself."