

## Hall of Fame Awards to celebrate gift card industry achievements and innovation

The [UK Gift Card and Voucher Association](#) (UKGCVA) has announced the return of its annual Hall of Fame Awards. Now in their third year, the awards celebrate the gift card-related successes, achievements and innovation of the UKGCVA's members, which span the retail, leisure, incentives and payments sectors.

Taking place at 30 Euston Square on 12<sup>th</sup> September 2019, the event will welcome more than 150 attendees to a drinks reception, awards ceremony and celebratory party.

The awards follow the recent release of the UKGCVA's biennial 'State of the Nation' report, sponsored by First Data, which highlighted the high demand for gift cards amongst consumers. The survey of 2,000 consumers found that 84% have purchased a gift card at somepoint in their lifetime, and of those that have, 87% are purchasing gift cards at least once a year. This highlights the importance of an effective gift card strategy when it comes to customer satisfaction.

Following the popularity of the two previous annual awards, two additional categories have been added this year, bringing the total number to 10. The categories are designed to highlight the creativity, depth and breadth of applicants' products and services, and include 'Best UK Creative Marketing Campaign', 'Most Innovative Technology Product' and 'Industry Service Provider of the Year'.

The deadline for all entries is midnight on 31<sup>st</sup> July 2019. While the awards are limited to UKGCVA members, any organisation that becomes a member ahead of the deadline may submit an entry. Each submission will be judged by a panel comprising a selection of UKGCVA members and its Executive team.

Gail Cohen, director general of the UKGCVA, commented: "These awards are a fantastic chance for industry leaders to showcase their most innovative products and services from the last year. Not only that, but it's an unrivalled opportunity to network and draw inspiration for future products and campaigns amongst some of the UK's most forward-thinking organisations."



The awards are sponsored by SVS (Stored Value Solutions), the leading global provider of gift cards and stored value services. Sarah Poynter, VP of Account Services for SVS, commented: "The UKGCVA does a fantastic job raising awareness of the integral role gift cards play in a wide variety of sectors. The Hall of Fame Awards are a great way to celebrate the positive impact that gift card programmes have had on UK business in the past year, and we are delighted to be involved in this year's event."

To find out more about other available sponsorship opportunities at the 2019 Hall of Fame Awards, contact [awards@ukgcva.co.uk](mailto:awards@ukgcva.co.uk).

For more information about becoming a member of the UKGCVA, visit <http://www.ukgcva.co.uk/becomeamember.html>

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#### **Notes to Editor**

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#### **About UKGCVA**

The UK Gift Card & Voucher Association ([www.ukgcva.co.uk](http://www.ukgcva.co.uk)) was established as a trade body in 1991 to represent the key players in what is today a c£6 billion gift card and stored value solutions market. With 90 members representing key retailers, issuers and suppliers the UKGCVA provides an information and reference point for the Gift Card industry and is at the forefront of the issues affecting the sector.

Its main objective is to provide a platform and infrastructure for the industry and to raise the profile and use of gift cards within the UK, promoting the industry to consumers, businesses, government and other interested parties.

The UKGCVA's annual conference is a key date in the industry calendar. Bringing together all stakeholders in the sector to learn, debate, promote and network, it is a day for members,



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non-members and organisations keen to know more about the industry. It is a platform to share new ideas, innovate and promote best practice with the UK gift card industry.

### Full list of 2019 categories:

1. *Most Innovative Technology Product or Service*
2. *Best UK Creative Marketing Campaign*
3. *Corporate Social Responsibility (CSR) Award\**
4. *Best B2B Product or Service*
5. *Best B2C Programme*
6. *Best Industry Partnership Initiative*
7. *Industry Service Provider of the Year*
8. *Industry Retailer/Issuer of the Year*
9. *Gift Card Programme Team of the Year\**
10. *Honoured Contributor of the Year*

*\*New for 2019*

### 2018 Hall of Fame Award Winners

Award	Winner	Highly Commended
Overall Industry Winner	Zeek	M&S
Best UK Creative Marketing Campaign	Zeek and One4all	
Best B2B Product or Service	Love2Shop	Reward Cloud
Best B2C Programme	One4all	M&S
Best industry partnership Initiative 2018	PPS and Reward Cloud	Nitecrest and M&S
Industry Service Provider of the Year	CPI	PPS
Industry Retailer/Issuer of the Year	M&S	One4all
Most Innovative Technology Product or Service	PPS & Debenhams	Reward Cloud
Honoured Industry	Eoin Whyte, Sales Director	Siobhan Moore, Partner,



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