

GCVA

PR report
Jan – March 2021



PR Agency One

Background

The below report is designed to demonstrate PR results achieved for the GCVA over Q1 2021, as well as compare these results with both the previous period and year-on-year, and give an indicative view of how PR is positively impacting the GCVA's search visibility and organic traffic.



Inputs and Activities

Between Jan-March 2021, we produced / used a range of materials to engage target audiences and meet communications objectives:

- **2 campaigns:** KPMG H2 Data Report | State of the Nation Whitepaper 2021
- **5 press releases:** Post-Xmas digital gifting press release | KPMG H2 2020 release 1 | Conference speakers announcement release | Post-Conference release | State of the Nation 2021 release 1
- **3 features / comments / blogs:** Conference announcement blog | Garden Centre Retail – Setting up a gift card programme | Post-Conference blog
- **2 statements:** This is Money – Top Tips | Daily Mail – Expiry statement

Outputs

Earned outputs

- Total coverage: **33**
- Print coverage: **4**
- Online coverage: **29**
- Links: **15**
- Coverage highlights: Mail on Sunday (872,375) | This is Money (381,430) | Retail Week (209,788) | PerformanceIN (60,000) | MSN.co.uk



Standout coverage



Gift card sales surge over UK's first Covid Christmas



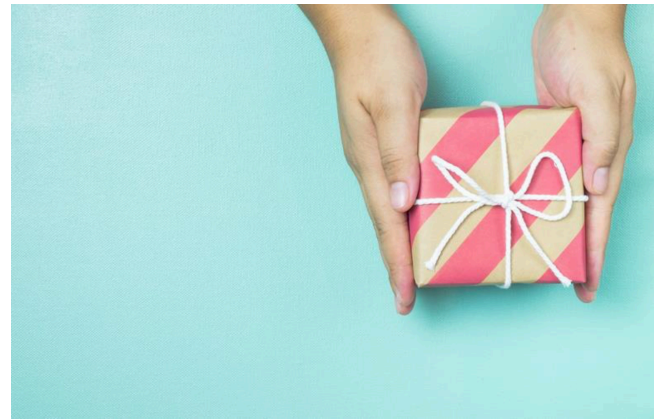
Sales of gift cards surged over the Christmas trading period as Covid-19 restrictions across the UK sparked a significant shift in the public's spending and gifting habits.

According to the Gift Card & Voucher Association (GCVA), a survey of 2000 people conducted with GlobalData found that one in four Brits (25.2 per cent) purchased gift cards for others in December.

This compares to 17.9 per cent in November, with over a third of these (34.1 per cent) directly highlighting lockdown restrictions as their reason for doing so.



Winning hand – how gift cards can boost your brand



High street brands have faced one of their biggest challenges over the past year.

In this rapidly changing time, it's even more important to ensure that retailers have a relevant online gift card programme. This will help their business not only drive sales, but also engage with new markets to increase customer acquisition.

A successful gift card programme can be a real asset to your brand, allowing it to stay agile, profitable and focused – even in difficult times.



Standout coverage



Gift cards revealed to be key to post-Covid retail reactivation

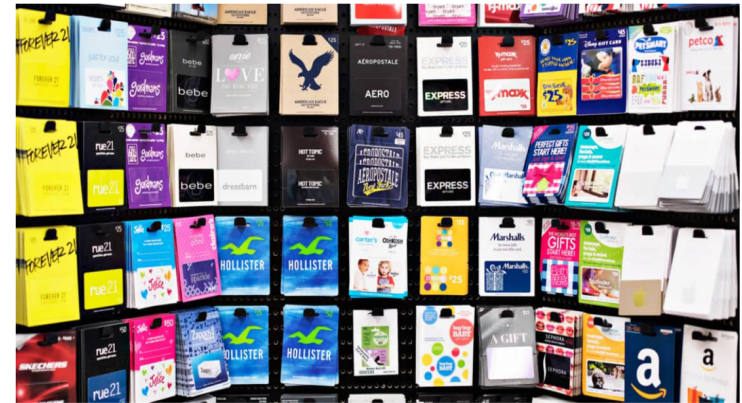
Performance IN

Gifting Goes Virtual – Online Sales of Gift Cards Soared in the Second Half of 2020

2020 was the year that changed the way we shop. We jumped out of the queue for physical retailers and onto the internet. Recent research has found that this has increased the online sales of gift cards significantly.

With most of our shopping continuing to take place online, year on year sales of gift cards soared by 117% during the second half of 2020.

Research by [Gift Card & Voucher Association \(GCVA\)](#) and KPMG UK showed that there was significant growth in the online channel for both B2B and B2C gift cards and vouchers.



As UK high streets prepare to reopen, new research reveals that gift cards could be the key to reattracting anxious shoppers back to stores and boosting sales.

The State of the Nation 2021 study, carried out by the Gift Card & Voucher Association (GCVA), surveyed 2,000 UK shoppers to find out more about evolving buying habits and attitudes towards gift cards. The results show that almost two-thirds (65 per cent) of shoppers have been introduced to a new brand or organisation after receiving a gift card for that business, up from 59 per cent in 2019, indicating gift cards' growing status as an integral customer engagement and loyalty tool.

According to the findings, 43 per cent of shoppers have made a one-off purchase from a business after receiving a gift card, and a further 22 per cent have become a regular customer.



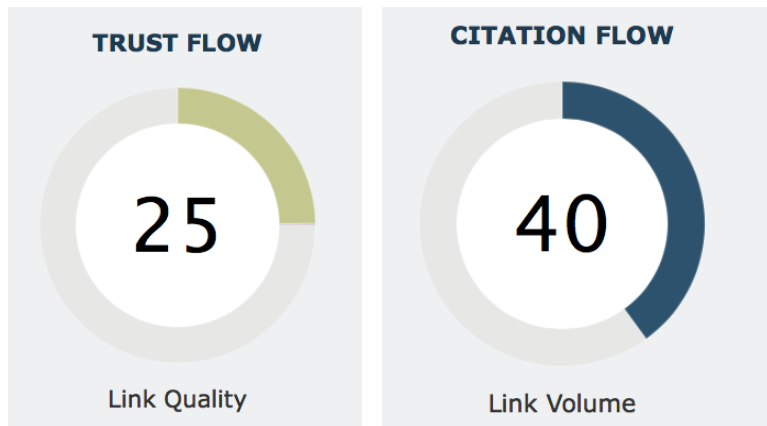
Outputs

Quality of outputs:

Total reach of PR coverage: **2,183,749**

Average backlink domain authority: **40/100**

Trust and citation scores:

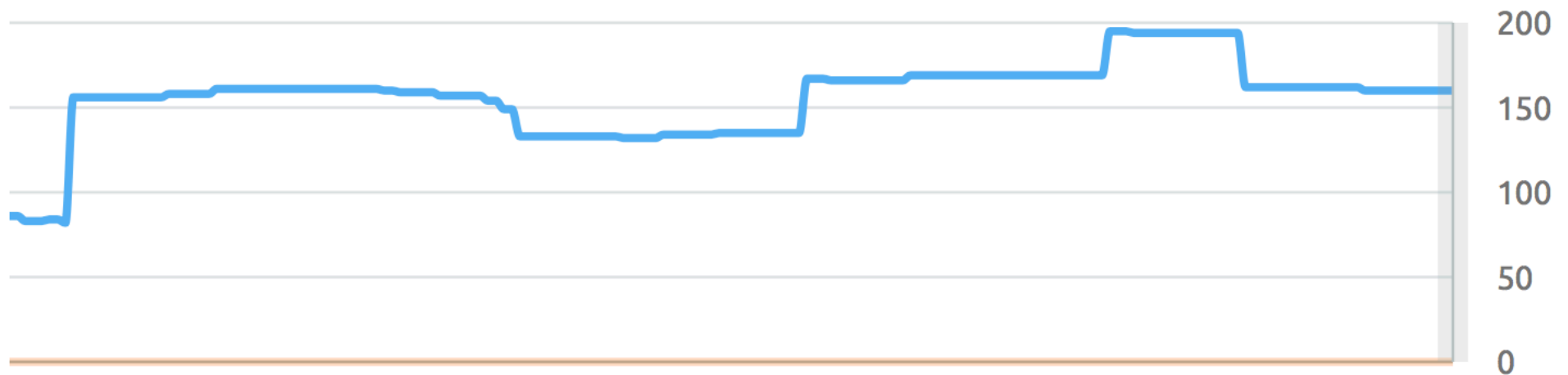


Total reach of PR coverage - as measured from the media titles in which coverage has appeared – remains high, bolstered by a high volume of coverage in national and key vertical media.

Trust and Citation flow have both increased significantly (up from 9 and 29 respectively), indicating both that the lower reading seen in January was a blip likely caused by the site changeover last year, and that links driven through PR are having a positive impact on SEO.

Out-takes

Organic search visibility

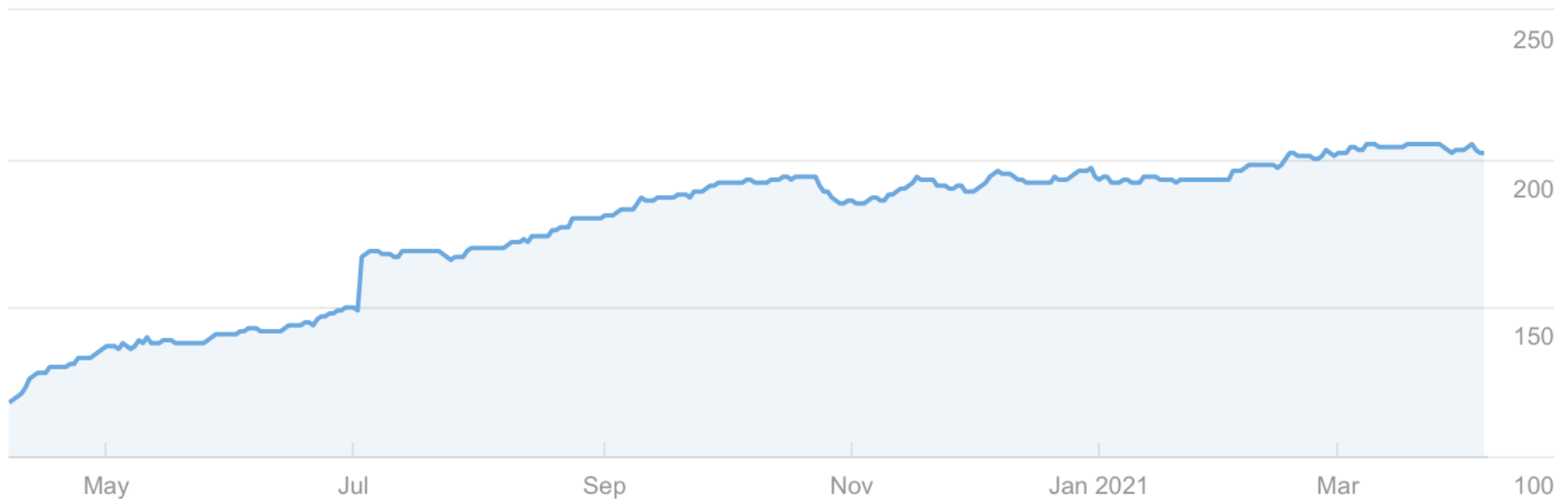


As you can see from the graph pulled from SEMrush, organic traffic has remained consistent over the past quarter, following consistent growth over the past year since the site rebrand.



Out-takes

Backlink profile – referring domains



The site's backlink profile – indicating the volume and value of links pointing back to the site, has also increased steadily over the past year, with referring domains at an all-time high, as you can see from the above graph pulled from Ahrefs.



Thank you



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