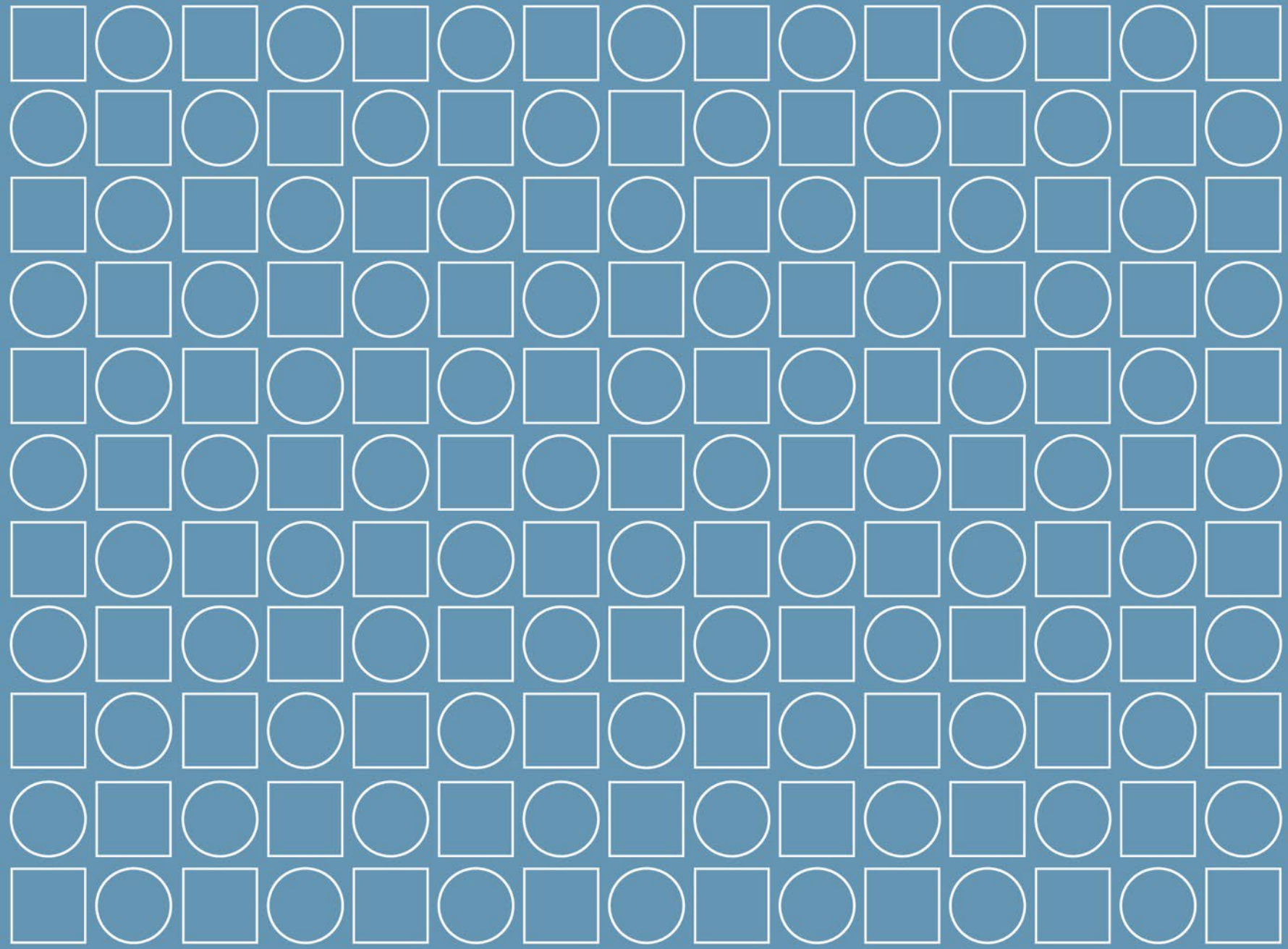


GCVA & PR  
Agency One

Press & Media  
Coverage

December  
2024



# SOTN release

**Title:** Gifts and Home

**Date:** 03.12.24

**Link:** <https://www.giftsandhome.net/gift-cards-championing-local-businesses/>

**MUU:** 4,770



# GiftsandHome.net



## Gift Cards Championing Local Businesses

By Sue Marks  
December 2, 2024



# SOTN release

**Title:** Gift Focus

**Date:** 05.12.24

**Link:** <https://www.giftfocus.com/news/29353/gift-cards-prove-to-be-a-game-changer-for-retailers>

**MUU:** 10,560

# GIFTFOCUS

## Gift cards prove to be a game changer for retailers

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Gift cards are proving to be a game-changer for retailers, offering a dual advantage of attracting new customers and driving incremental spend.



Brands participating in multistore gift card schemes or offering their own gift cards are reaping the rewards, particularly from younger demographics like Millennials, who are embracing gift cards for their convenience and flexibility.

The latest research from the Gift Card & Voucher Association (GCVVA) and Global Data highlights how gift cards are effective tool for channeling consumer behaviour by not only introducing new shoppers to brands but also encouraging them to 'upgrade' their purchase beyond the card's value.

The latest data in GCVVA's State of the Nation Report reveals gift cards to be an increasingly effective way for retailers to attract fresh audiences. According to the research, 63% of gift card recipients discovered a new brand through their gift card. Among Millennials, this figure jumps to an impressive 74.6%, underscoring the power of gift cards as a customer acquisition tool. By integrating gift card offerings, retailers can effectively raise brand awareness and reach untapped markets. Gift cards don't just bring customers in—they encourage them to spend more.

# SOTN release

## CRAFTFOCUS

### Gift cards prove to be a game changer for retailers

Posted by Louise Prance on 4 December 2024

[<< View more news](#)

Gift cards are proving to be a game-changer for retailers, offering a dual advantage of attracting new customers and driving incremental spend.

**Title:** Craft Focus

**Date:** 06.12.24

**Link:** <https://www.craftfocus.com/news/29353/gift-cards-prove-to-be-a-game-changer-for-retailers>

**MUU:** 9,120



# SOTN release



## MEET THE SAVVY SPENDERS: HOW EGIFT CARDS ARE SUPPORTING CHRISTMAS BUDGETS

**Title:** Home of direct commerce

**Date:** 16.12.24

**Link:** <https://homeofdirectcommerce.com/article/meet-the-savvy-spenders-how-egift-cards-are-supporting-christmas-budgets/>

**MUU:** 4,440



**BY JAMES HOUSE, CHIEF COMMERCIAL OFFICER, REWARD**

📅 16th December 2024

Christmas shopping is in full swing, as consumers flock to high streets and online retailers in search of gifts for loved ones. Yet, amidst persistent inflation and economic challenges, shoppers are becoming savvier in their approach to budgeting for the festive season.

One strategy gaining significant traction is the use of cashback rewards, particularly through eGift Cards. According to the Gift Card and Voucher Association, the UK's gift card market is thriving, projected to reach nearly £9 billion by 2025, with digital formats driving this growth.



## Digital gifts take over this festive season

Published On: 16th December 2024 | Categories: [Christmas](#), [Company News](#), [Latest News](#) | By [Carley Espinoza](#)

**Title:** A1 Retail

**Date:** 16.12.24

**Link:**

<https://www.a1retailmagazine.com/christmas/digital-gifts-take-over-this-festive-season/>

**MUU:** 5,818



# SOTN release

**Title:** Asian Trader

**Date:** 16.12.24

**Link:** <https://www.asiantrader.biz/fingers-crossed-for-2025>

**MUU:** 10,500



# AsianTrader

THE VOICE OF INDEPENDENT RETAILERS

## Fingers crossed for 2025

*More focus on health, sustainability and innovation, 2025 is poised to be a transformative year for convenience.*



# SOTN release



## 2024 to be 'most digital' Christmas yet - report

This Christmas is set to become the most 'digital' in history, with more gifts being given electronically than ever before, a new report suggests.



**Title:** Fashion Network

**Date:** 17.12.24

**Link:** <https://uk.fashionnetwork.com/news/2024-to-be-most-digital-christmas-yet-report,1686814.html>

**MUU:** 30,720



# Historical story

**THE  TIMES**

## **The panic buyer's clutter-free gift guide — 37 expert ideas**

**Title:** The Times

**Date:** 20.12.24

**Link:** <https://www.thetimes.com/article/homemade-gifts-christmas-cheap-experts-guide-gppdpzjjz>

**MUU:** 598,420