

# GCVA

PR report  
April – June 2021



# Background

The below report is designed to demonstrate PR results achieved for the GCVA over Q2 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 April-June 2021, we produced / used a range of materials to engage target audiences and meet communications objectives:

- **1 campaign:** State of the Nation Whitepaper 2021
- **4 press releases:** State of the Nation 2021 release 1 | State of the Nation release 2 | Conference announcement release | State of the Nation release 3 | Hall of Fame Announcement press release
- **1 blog:** Conference announcement blog

# Outputs

## Earned outputs

- Total coverage: **33**
- Print coverage: **1**
- Online coverage: **32**
- Links: **7**
- Coverage highlights: The Grocer (29,582) | TechRegister (23,000) | Government Business (10,000) | Direct Commerce (6,880)



# Standout coverage



Packaging Online's analysis found wine, gin, beer and food subscription boxes as gifts – which of course can't be bought on the high street – soared during the pandemic, together far outstripping magazine subscriptions in terms of the number of purchases made per month.

It's good news for subscription sellers not only because it can secure a year's worth of sales up front, but because it brings the concept to someone who may never have taken the plunge themselves. Securing subscribers is a numbers game – the more people that try the boxes for the first time, the more will commit to lengthy subscriptions.

According to Kantar, 7% of adults in the UK have trialled a meal kit or recipe box service in the past year. Of them, just over half have become regulars. That's a decent enough hit rate, but the more people at the top of the funnel giving subscription boxes a first go, the better.

Retailers too stand to benefit from the rise of digital gift giving. And not just of products. According to recent analysis by the Gift Card & Voucher Association (GCV) and KPMG UK, year-on-year sales of online gift cards and e-vouchers soared by 117% during the second half of 2020. While once considered a lazy and unimaginative gift option, gift cards have seen a "change in status" and are now appreciated by gen Z, KPMG said.

## Voucher Schemes framework is the first of its kind

A brand new framework is now available to help customers quickly and efficiently set-up voucher schemes to support citizens - particularly in times of need

The new Voucher Schemes framework (RM6255), the first of its kind created by the Crown Commercial Service, gives you access to voucher-based solutions to meet a wide range of citizen needs. The fully managed service includes the design, implementation and management of schemes tailored to your specific needs. That could be grocery or non-grocery vouchers for people in need, including the dispersal of the coronavirus winter grant, or rewards for survey completions. Suppliers will work with customers to put a scheme in place that meets the particular needs of the organisation and its recipients.

As standard, vouchers are issued as e-vouchers and are 'closed loop', commonly known as gift cards. Physical vouchers, along with any other special requirements you have, can be requested in your further competition. By putting in place a scheme through the framework, users will benefit from: fast and compliant route to market

with a direct award option – a simple scheme can be set up in two to three weeks; discounts on the voucher face value based on the size and value of your scheme; no minimum scheme value needed to use the framework; fast, secure voucher distribution; vouchers are valid for a time-period specified by you; unused or lost vouchers will be replaced or refunded; and a free helpline 24 hours a day, seven days a week, 365 days a year.

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# Standout coverage



## PROFESSIONAL JEWELLER

Gift cards could be key to unlocking post-pandemic shopping



**New data has revealed that younger shoppers are much more likely to buy gift cards from retailers than older shoppers.**

The research, carried out by the Gift Card & Voucher Association (GCVA), said that 82.6% of Generation Z – those born after 1995 – have bought a gift card in the last three years.

The same survey of 2,000 shoppers said that, by comparison, only 67.6% of Baby Boomers had bought one in that same period.

More than one in three gifts now 'pinged' as pandemic accelerates digital gifting growth



After over a year of enforced social distancing measures, new research suggests that the enforced shift to digital gifting caused by the COVID-19 pandemic is here to stay, with gifting through online channels having skyrocketed over the past year.

The *State of the Nation 2021* research, which surveyed 2,000 UK shoppers to determine evolving buying habits and attitudes towards gift cards, found that over a third (38.4 per cent) of shoppers report that they have pivoted to digital gift cards completely since the onset of the COVID-19 pandemic.

The research, carried out by the Gift Card & Voucher Association (GCVA), also found that nearly half (47.1 per cent) of shoppers now normally spend their gift cards online as opposed to in-store, with a further 21.6 per cent of shoppers spending their gift cards on mobile devices – nearly double the proportion that did so in 2019 (11.4 per cent).



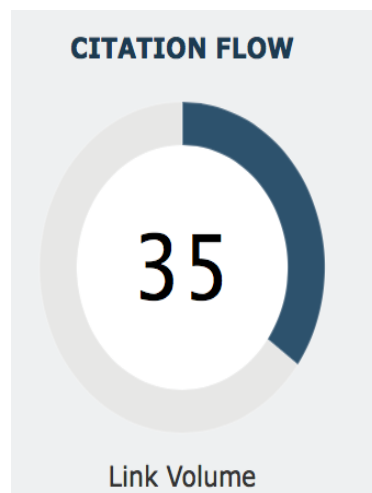
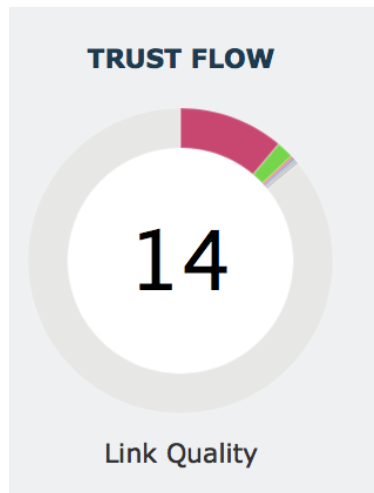
# Outputs

## Quality of outputs:

Total reach of PR coverage: **913,037**

Average backlink domain authority: **32/100**

## Trust and citation scores:

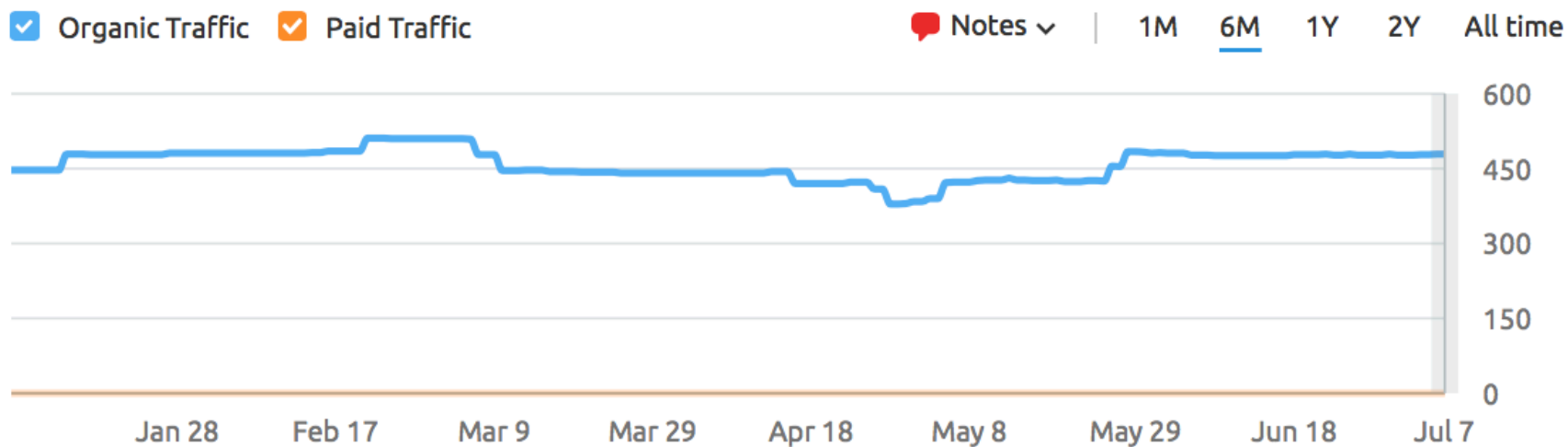


Total reach of PR coverage - as measured from the media titles in which coverage has appeared – remains high, bolstered by a high volume of coverage in key vertical media.

Trust and Citation flow, while still up on 2020, have dipped slightly since Q1. This could be due to a number of reasons, but is likely to be due to old links either being removed from the site, or no longer working.

# Out-takes

## Organic search visibility



As you can see from the graph pulled from SEMrush, organic traffic has risen steadily throughout the quarter following a dip in early April, and now sits at among the highest levels seen since the site changeover.





# Out-takes

## Backlink profile – referring domains



The site’s backlink profile – indicating the volume and value of links pointing back to the site, has risen steadily over the past quarter, with referring domains at an all-time high and a particular spike seen in May / June, co-inciding with the outreach of the State of the Nation 2021 whitepaper.



**Thank you**