

UK **gift card**  
& voucher association



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UKGCVA & PR AGENCY ONE  
PRESS & MEDIA COVERAGE

**JULY**

A large, solid grey gradient bar occupies the bottom half of the page, starting from a light grey at the top and fading to a darker grey at the bottom.

**Title:** Guild News

**Date:** 01.07.19

**Page:** 22

**Circulation:** 19,000

Celebrating 20 years of Beauty, Nails, Tanning & Spa  
**Guildnews**



## Gift cards driving increased engagement and loyalty

Gift cards are playing a growing role in driving customer loyalty and engagement, according to the latest research published by the UK Gift Card & Voucher Association (UKGCVA).

The State of the Nation report, compiled by GlobalData and sponsored by First Data, surveyed 2,000 UK shoppers and found that almost a fifth (18.5%) have become a regular customer of a brand or organisation after being given one of their gift cards.

The in-depth research also pointed to signs that gift cards could be leveraged as a strong weapon in the wider fight to maintain loyalty. It found that almost three-quarters of UK consumers (73.5%) would be interested in the ability to collect points or to receive cashback on future purchases when redeeming gift cards.

However, despite this, less than one quarter (23.1%) of gift card managers (surveyed separately as part of the study) said they use gift cards as part of a customer loyalty scheme.

Image © iStock.com/goinstudio

**Title:** Attire Accessories

**Date:** 02.07.19

**Page:** 5

**Circulation:** 6,000

# ATTIRE ACCESSORIES



## GIFT CARDS PLAY VITAL ROLE IN DRIVING CUSTOMER LOYALTY, SAYS SURVEY

Gift cards are said to play a vital role in driving customer loyalty and engagement, with almost a fifth of UK shoppers more likely to become a more regular customer of a brand if they had been given one of their gift cards, according to the UK Gift Card & Voucher Association (UKGCVA).

According to the survey, younger buyers are even more likely to be loyal to a brand, with 31 per cent of Gen Z/Millennial consumers stating they had become a repeat customer after being given a gift card.

Gail Cohen, director general of the UKGCVA, commented, "Our research found that gift cards are set to play several crucial roles in the coming years and, in particular, will serve an important function in driving brand awareness, engagement and customer loyalty.

"Gift cards are a great way to introduce a customer to a new brand and also to help to build continued customer engagement when used as part of a customer loyalty or incentive programme.

"It is therefore more important than ever that the industry seeks to satisfy rapidly evolving shopper requirements by ensuring the most effective programmes and systems are in place.

"Part of this is for senior management and the c-suite to work closely with the gift card professionals within their organisations to understand the true value and potential that gift cards can play in their marketing, loyalty and sales strategies."

Visit [ukgcva.co.uk](http://ukgcva.co.uk)

**Title:** HR News

**Date:** 02.07.19

**Link:** <http://hrnews.co.uk/gift-cards-increasingly-popular-incentive-among-businesses/>

# HRnews

## Gift cards increasingly popular incentive among businesses

The volume of businesses using gift cards as part of their reward, incentive and loyalty schemes has seen a significant uplift year-on-year, according to the latest research published by the UK Gift Card & Voucher Association(UKGCVA).



The State of the Nation report, compiled by GlobalData and sponsored by First Data, found that the B2B gift card market has seen an impressive 20.5% growth year-on-year.

**Title:** Professionals in Payroll, Pensions & Reward

**Date:** 02.07.19

**Link:** <https://www.cipp.org.uk/news-publications/news/gift-cards-increasingly-popular.html>

**DA:** 44



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[The State of the Nation report](#), compiled by GlobalData and sponsored by First Data, found that the B2B gift card market has seen an impressive 20.5% growth year-on-year.

Employee incentive schemes are a particularly key avenue for this growth, with over a fifth (21.1%) of Brits receiving gift cards through these programmes. This figure rises to 29.9% for millennial and Generation Z workers – those aged between 16 and 34 – suggesting that gift cards are a popular method for engaging with the younger generation, and likely to rise in popularity in future.

Encouragingly, this has also been recognised by organisations offering gift cards, with more than six in 10 gift card managers (61.5%) looking to develop direct relationships with businesses wanting to reward their staff. A further 43.6% are also developing partnerships with the likes of price comparison businesses, energy providers and media companies, demonstrating the increasingly prominent role gift cards can play in businesses' incentive and loyalty programmes.

The in-depth research, which surveyed more than 2,000 UK shoppers, C-suite executives and gift card managers on their perceptions, attitudes and habits towards gift cards, demonstrates that gift cards could be leveraged as a key tool for businesses to engage their staff, as well as customers. However, more needs to be done to secure senior buy-in if this market growth is to continue.

While more than four in five (85%) gift card managers believe gift cards to be an important area of growth for their business, this figure drops to just under two thirds (65%) of professionals at C-suite level. This is likely due to the fact that almost half of senior-level employees (45%) reported having minimal visibility of the results driven by gift cards, and more than a third (35%) reported little to no awareness of the opportunities they can present.

Gail Cohen, director general of the UKGCVA, commented: "The right reward scheme can have a hugely positive influence on employee (and customer) loyalty, particularly when used as part of an ongoing incentive and reward programme.

"However, if retailers are to capitalise on the opportunities presented by the growing B2B gift card market, it is imperative that gift card managers and the C-suite are on the same page, requiring greater education and clearer lines of reporting throughout the business around the positive effects gift card programmes can have."

For more information, please visit: <http://www.ukgcva.co.uk/downloads/State-of-the-Nation-non-members.pdf>

**Title:** Customer Experience Magazine

**Date:** 02.07.19

**Link:** <https://cxm.co.uk/gift-card-growth-in-employee-incentive-schemes/>

**DA:** 44



## Gift Card Growth in Employee Incentive Schemes

**The volume of businesses using gift cards as part of their reward, incentive and loyalty schemes has seen a significant uplift year-on-year, according to the latest research published by the UK Gift Card & Voucher Association (UKGCVA).**

*The State of the Nation* report, compiled by GlobalData and sponsored by First Data, found that the B2B gift card market has seen an impressive 20.5 percent growth year-on-year.

Interestingly, more than a third (35.9 percent) of gift card managers also anticipate the B2B gift card market as having the greatest future growth potential, compared with 2.6% of those who say the same for B2C.

Employee incentive schemes are a particularly key avenue for this growth, with over a fifth (21.1 percent) of Brits receiving gift cards through these programmes. This figure rises to 29.9 percent for millennial and Generation Z workers – those aged between 16 and 34 – suggesting that gift cards are a popular method for engaging with the younger generation, and likely to rise in popularity in future.

Encouragingly, this has also been recognised by organisations offering gift cards, with more than six-in-10 gift card managers (61.5 percent) looking to develop direct relationships with businesses wanting to reward their staff. A further 43.6 percent are also developing partnerships with the likes of price comparison businesses, energy providers and media companies, demonstrating the increasingly prominent role gift cards can play in businesses' incentive and loyalty programmes.

The in-depth research, which surveyed more than 2,000 UK shoppers, C-suite executives, and gift card managers on their perceptions, attitudes and habits towards gift cards, demonstrates that they could be leveraged as a key tool for businesses to engage their staff, as well as customers. However, more needs to be done to secure senior buy-in if this market growth is to continue.

**Title:** Attire Bridal

**Date:** 02.07.19

**Page:** 6

**Circulation:** 3,050



### GIFT CARDS DRIVING INCREASED SHOPPER ENGAGEMENT AND LOYALTY

Gift cards are playing a growing role in driving customer loyalty and engagement, according to the latest research published by the UK Gift Card & Voucher Association (UKGCVA).

The State of the Nation report, compiled by GlobalData and sponsored by First Data, surveyed 2,000 UK shoppers and found that almost a fifth have become a regular customer of a brand or organisation after being given one of their gift cards.

This loyalty increases amongst a younger demographic, with 31 per cent of 16-34-year-old shoppers stating that they have become a repeat customer after being given a gift card.

For the full report, visit [ukgcva.co.uk](http://ukgcva.co.uk)



COVER SHOT COURTESY OF HERVE PARIS [HERVEPARIS.COM](http://HERVEPARIS.COM)

### RETAILERS GEAR UP FOR BRIDAL SALE WEEK

This year Bridal Sale Week takes place from 5<sup>th</sup>-7<sup>th</sup> July at boutiques across the UK and Ireland. The official twice-yearly sample sale allows brides to snap up the dress of their dreams at a huge reduction.

Spearheaded by the British Bridalwear Suppliers Association (BBSA), Bridal Sale Week came about as a direct result of the Brides Beware initiative, set up in 2012 to help raise awareness of the risk of purchasing gowns online. Members of the BBSA get automatic free inclusion to Bridal Sale Week, which is nationally promoted. Retailers will also receive advice on how to sell off samples and discontinued stock to increase your intake and make space for new collections.

To find out more about becoming a BBSA retailer member, visit [bridalsuppliers.co.uk](http://bridalsuppliers.co.uk)



### VALMONT BARCELONA BRIDAL FASHION WEEK SURPASSES ITS OWN RECORDS

With an increase of 15 per cent in the number of firms participating and six per cent more international companies than in 2018, Valmont Barcelona Bridal Fashion Week (VBBFW) is thrilled with its year-on-year growth.

Speaking about the 2019 event, Estermaria Laruccia, show director, said, "After its 29<sup>th</sup> edition – the 5<sup>th</sup> organised by Fira de Barcelona – we can say that VBBFW is already the leading international bridal and party fashion event, the stage where trends are presented and the place where the industry of the national and global sector meets."

Show dates have already been announced for 2020 and 2021. Log on to [barcelonabridalweek.com](http://barcelonabridalweek.com) to find out more.



**Title:** Education Business

**Date:** 26.07.19

**Link:** <https://www.educationbusinessuk.net/features/thank-you-teacher>

**DA:** 42

Education  
**Business**

Business Information for Decision Makers  
in Primary and Secondary Education



## Thank you teacher

**Considering the demands associated with being a teacher, ensuring staff are properly rewarded for the work they do is crucial, writes Gail Cohen, director general of the [UK Gift Card and Voucher Association](#)**

It's no secret that teachers often feel overworked, overstretched and – unfortunately – underappreciated. This is hardly a surprise; on top of being an incredibly emotionally and physically demanding role, teaching extends far beyond the traditional 9-5 and, for the majority of the profession, teaching is less a job than a way of life.

Considering the demands associated with being a teacher, rising pupil numbers and as many as four in 10 teachers threatening to leave the profession within the next five years, ensuring staff are properly rewarded for the wonderful work they do is crucial.

However, a recurrent headache for schools is finding the right balance between offering incentives that are substantial and tangible, while being thoughtful enough to show teachers that their school truly cares about them as a person – not just a member of staff.



**Title:** Entirely Retail

**Date:** 26.07.19

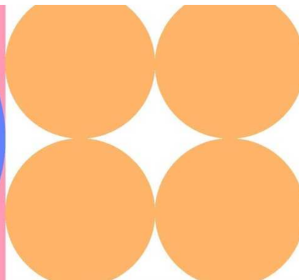
**Link:** <https://www.entirelyretail.com/news/london/cityoflondon/hall-of-fame-awards-to-celebrate-gift-card-industry-achievements-and-innovation5012>

**DA:** 18

ENTIRELY  
RETAIL 

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

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VIEW



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 12th 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 31st 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>

**"These awards are a fantastic chance for industry leaders to showcase their most innovative products and services from the last year"**

Gail Cohen

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**redbox**  
Redbox Digital  
ecommerce  
Founded in 2004, Redbox Digital is an internationally trusted ecommerce agency with a reputation for providing end-to-end digital and omnichannel commerce solutions for major brands across the globe, in both the B2C and B2B sectors. Their work has been recognised and praised by international clients including Paperchase, Nestlé, Sorelix, Nespresso and AXA.

**BRULMAR OPTICAL GROUP**  
Brulmar Optical Supplies  
Leading eyewear manufacturer and designer. The Brulmar Optical Group, has a portfolio of over 4,000 frames for the adult, teen and children's optical markets. As the UK's largest eyewear manufacturer, Brulmar specialises in making some of the world's most well-known brands accessible to UK eyewear retailers. Best-known brands include Lee Cooper, Bench, Pineapple and Hervey's, alongside own-brand ranges Eclipse and Geek Chique.

**PCS** Plastic Card Services

**Title:** LDN Connected

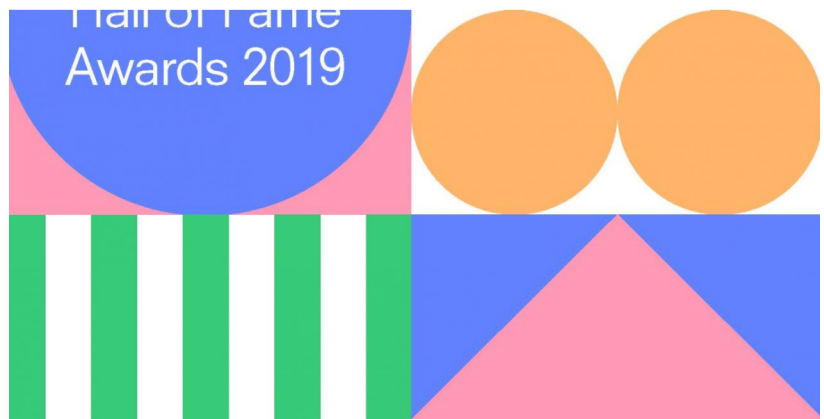
**Date:** 26.07.19

**Link:** <https://ldnconnected.co.uk/hall-of-fame-awards-to-celebrate-gift-card-industry-achievements-and-innovation/>

ldnconnected.co.uk

## HALL OF FAME AWARDS TO CELEBRATE GIFT CARD INDUSTRY ACHIEVEMENTS AND INNOVATION

Posted by Nicholas Thomson | Jul 26, 2019 | Awards, Business, Events, Retail | 0 ● | ★★★★★



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