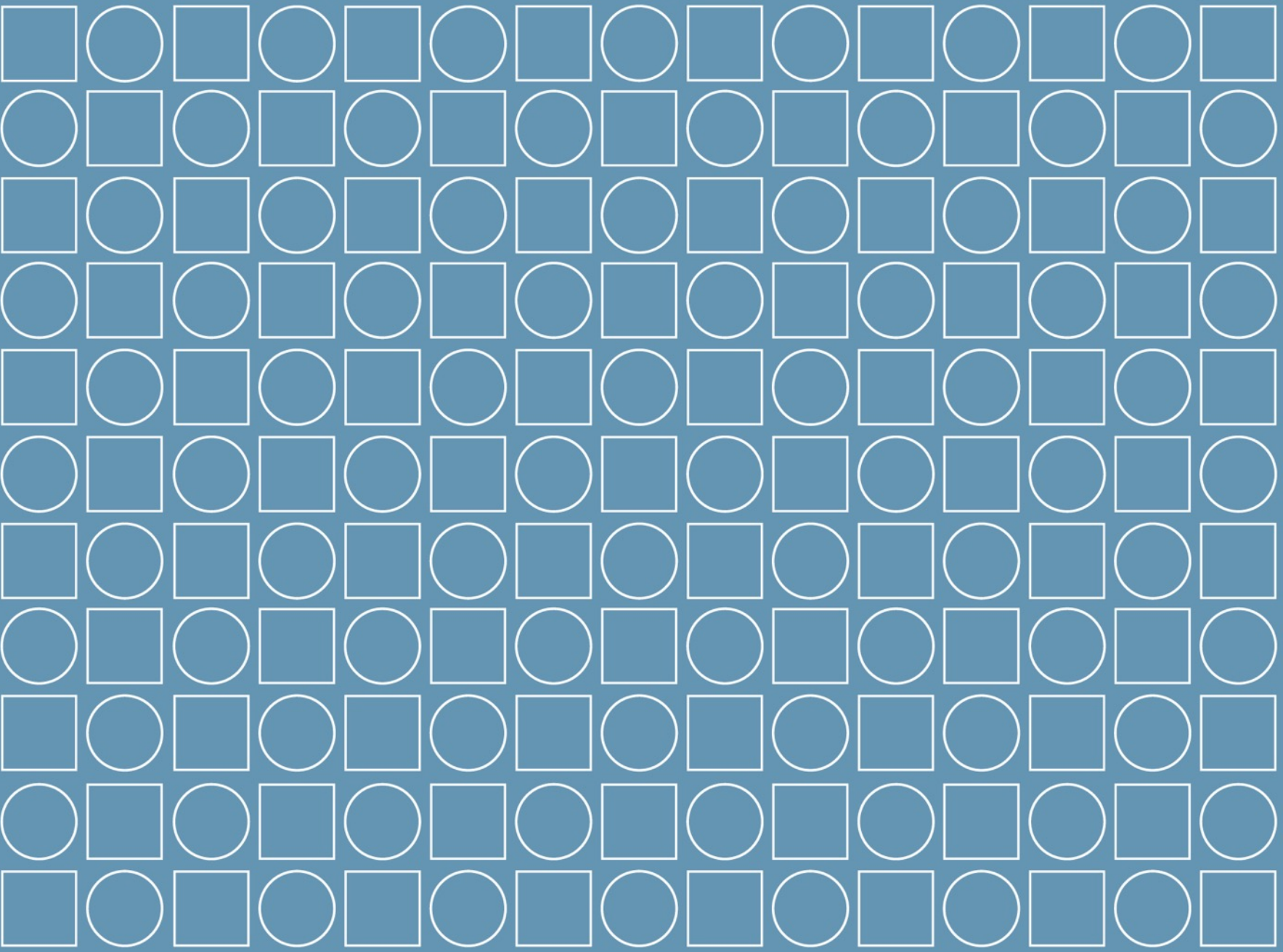


GCVA & PR
Agency One

Press & Media
Coverage

May



Insider.co.uk – KPMG H2 2020 figures

insider.co.uk

Title: Insider.co.uk

Date: 10th May

Link: <https://www.insider.co.uk/news/scottish-fintech-company-launches-campaign-24074194>

Circulation: 192,000



Scottish fintech company launches campaign to save the high street



A Scottish fintech company has launched a new campaign to encourage consumers to spend gift cards to support local businesses reopening after lockdown.

Perthshire-based **Miconex** launched the Spend It campaign across 17 Scottish towns and cities, following research that retail footfall had increased following lockdown restrictions in the first week by 75%.

More than 47,000 town and city gift cards purchased in 2020 across the 60 programmes in the UK and Ireland according to the Gift Card and Voucher Association.

Its research found that retail spend fell by 3.6% in 2020, the biggest drop in 50 years yet, but gift cards remained popular.

Around 76% of consumers have purchased a gift card in the last three years, with uncertainty in UK retail increasing the popularity of multi-store gift cards rising to 39.4% of gift cards in March 2021 from 32.4% in December 2020.



Title: TechRegister

Date: 10th May 2021

Link: <https://www.techregister.co.uk/scottish-fintech-company-launches-campaign-to-save-the-high-street/>

Circulation: 23,000



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Craft Business – State of the Nation 2021 – release 2

CraftBusiness

Title: Craft Business

Date: 14th May 2021

Link: <https://www.craftbusiness.com/news/view/gift-cards-most-popular-amongst-younger-shoppers-according-to-new-research>

DA: 36

Circulation: 6,976

Gift Cards Most Popular Amongst Younger Shoppers, According to New Research



As retailers continue to search for ways to attract and retain the customers of the future, new research reveals that gift cards may be key to engaging younger shoppers.

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 more than four-fifths (82.6%) of Generation Z shoppers - referring to those born after 1995 - purchase gift cards, compared with 67.6% of Baby Boomers.

The research, carried out by the [Gift Card & Voucher Association \(GCVA\)](#), also found that

one in three millennials (33.3%) and a quarter of Generation Z shoppers (27%) have become a regular customer of a new brand after receiving a gift card for that business. This signifies gift cards to be a particularly efficient method of new customer acquisition amongst younger shoppers.

Interestingly, while the proportion of shoppers purchasing gift cards for others was consistent across generations, younger shoppers were revealed to be particularly likely to purchase a gift card for themselves, with 42.2% of millennial shoppers and 34.8% of Generation Z likely to buy a gift card for themselves.

Home of Direct Commerce – KPMG H2 2020 figures

TotalRetail

The Retailer's Source for Content & Community

Title: Total Retail

Date: 15th May 2021

Link: <https://www.mytotalretail.com/article/report-the-uk-merchants-with-the-best-digital-gift-card-programs/>

Circulation: 10,000



Report: The UK Merchants With the Best Digital Gift Card Programs



Like so many other e-commerce categories in the last year-plus, the gift card market in the United Kingdom is seeing significant growth. According to recent research from the Gift Card and Voucher Association (GCVA) supported by Blackhawk Network, the market is now worth £6.9 billion, up almost £1 billion from its previous evaluation in 2019. Furthermore, GlobalData research forecasts that by 2025, the market will have grown to £8.71 billion, and Persistence Market Research analysis states that the global gift card market is expected to increase at a compound annual growth rate (CAGR) of above 12 percent over the coming decade.



TopicUK Informing business across the Yorkshire Region

Title: Topic UK

Date: 17th May 2021

Link: <https://topicuk.co.uk/gift-cards-supporting-businesses-reopening-in-yorkshire/>

Circulation: 12,000



Fintech Miconex has launched a new Spend It campaign across its Yorkshire Town and City Gift Card programmes, in Barnsley, Sheffield, Harrogate, Scarborough, York and Halifax, encouraging consumers to get out and spend their existing local gift cards to support businesses reopening after the latest lockdown.

The popularity of Town and City Gift Cards is attributed to the rise in use of multi-store gift cards and local shopping. The Gift Card and Voucher Association found that retail spend fell by 3.6% in 2020, the biggest drop in 50 years. Gift cards, however, remain popular. 76.3% have purchased a gift card in the last three years and uncertainty in UK retail has increased the popularity of multi-store gift cards, at 39.4% of gift cards in March 2021 vs. 32.4% in December 2020.

Self-gifting of gift cards is on the rise, with 31.8% purchasing a gift card for self-use over the past three years. 17.1% of gift card purchasers said supporting local businesses or the high street was a reason for them buying a gift card for themselves, increasing to 25.2% for 25-44 year olds. 19 new Town and City Gift Card programmes launched across the UK and Ireland between August and December 2020, as places sought to make local shopping easier, tapping into the desire to support local.

News Letter – KPMG H2 2020 figures

News Letter

Title: News Letter

Date: 23rd May 2021

Link:

<https://www.newsletter.co.uk/business/consumer/consumers-encouraged-to-spend-and-share-local-gift-cards-to-support-businesses-reopening-in-northern-ireland-3245898>

Circulation: 11,076



Consumers encouraged to spend and share local gift cards to support businesses reopening in Northern Ireland

Fintech Miconex has launched a new Spend It campaign across its five Town and City Gift Card programmes in Northern Ireland encouraging consumers to get out and spend local gift cards to support businesses reopening after the latest lockdown.



The campaign in Enniskillen, Belfast, Antrim, Causeway Coast & Glens and Strabane, asks consumers to share where they have spent their local gift card. Customers are also urged to like or follow Town and City Gift Cards on Twitter or Facebook and tag the company, to be put into a prize draw to win a £100 Town and City Gift Card of their choice.

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The Grocer – KPMG H2 2020 figures



Title: The Grocer

Date: 25th May 2021

Link: <https://www.thegrocer.co.uk//the-grocer-blog-daily-bread/delivered-foodie-gifts-could-become-a-trend-that-long-outlasts-the-pandemic/656441.article>

Circulation: 29,582



At the height of the pandemic, Brits showed their love for family and friends by sending them presents bought online. But that trend could prove a lasting gift to the sector.

Unable to bring a bottle to a barbecue or platter to a party – or even a loving squeeze – socially restricted Brits went online to source foodie gifts for each other, analysis by Packaging Online has found. Online searches for food gifts increased 427% in 2020. Googling for baking gifts more than doubled, making it the “most significant rising gift trend of the year”, with 6,600 purchases made per month. Booze – already a popular posted gift – saw searches rise 10%. Some 33,000 people were buying gin gift sets alone every month.

“Where many might previously have thought these are the kinds of gifts that require going to a shop or high street and meeting up in person, the pandemic has proven this isn’t the case,” says Packaging Online’s general manager Tom Wood.

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 (GCVA) 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.