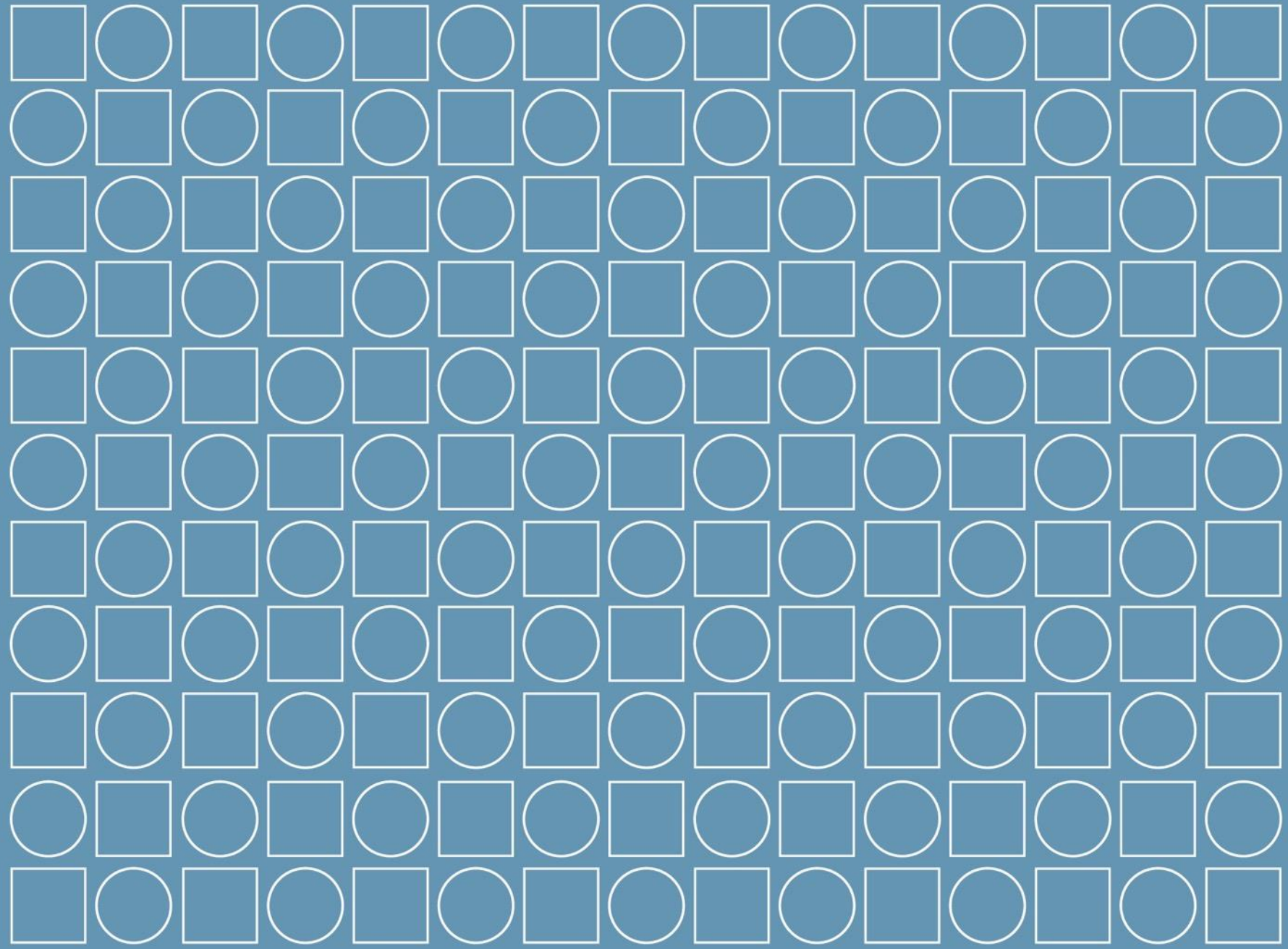


GCVA & PR
Agency One

Press & Media
Coverage

October 2022



Employer News – Miconex employee gift cards quote



Title: Employer News

Date: 02.10.22

Link: <https://employernews.co.uk/news/gift-cards-are-top-of-employee-wish-list-for-christmas-2022/>

MUU: 2,000

NEWS

Gift cards are top of employee wish list for Christmas 2022

Commenting on the findings, Gail Cohen, director general of the Gift Card and Voucher Association said:

“The GCVA recently carried out research on how the cost of living crisis is impacting consumers’ gifting habits in the run up to Christmas. Findings reflect those seen in Miconex’s research, namely that gift cards are playing a vital role in people’s gifting intentions this year.

“For both employers gifting employees and consumers buying for family and friends, gift cards are a way to make the present buying process more affordable, avoid waste and allow people to treat themselves in challenging times, opposed to a cash offering that will likely be eaten up by bills and household expenses. In addition, it’s clear that people are keen to support local over the festive period, which is a further benefit for small businesses that are likely feeling the impact of current circumstances.”

Silver Surfers – State of the Nation 2021 figures



Title: Silver Surfers

Date: 19.10.22

Link: <https://www.silversurfers.com/lifestyle/gifts-lifestyle/gift-cards-are-they-a-good-gift-to-give-what-are-the-dangers/>

MUU: 4,080



Gift Cards. Are they a good gift to give? What are the dangers?

Gift Cards (were gift vouchers), are the easiest gifts to give. But you see and hear lots of noise in the media at this time of year, so here are a few tips and tricks and a few myths dispelled:

Gift cards expire and the monies are lost

The majority of gift cards are spent within the first 3-6 months of receiving them (*source the Gift Card & Voucher Association 2021), and the brands prefer that they are spent, as they bring in new customers and often additional revenue. You can help by advising your recipient of the expiry date (usually 1-2 years depending on the brand from date activated), and to keep in a safe place as they are live cash. Most brands have a balance checker on their websites, and some brands even re-activate a gift card for another year when you balance check. If you have an expired gift card that is not too old, always ask the brand for help re-activating them. It is rare that they refuse to assist.