



InComm Payments, BHN, and Sainsbury's Among Big Winners at 2024 GCVA Hall of Fame Awards

The 2024 GCVA Hall of Fame Awards, held in London (12 September), celebrated the most innovative and impactful contributions from across the UK's gift card and voucher industry. Hosted by the [Gift Card and Voucher Association](#) (GCVA), and sponsored by [BHN](#), the evening recognised the creativity and excellence of companies and individuals helping to shape the future of the sector.

This year's awards reflected the ongoing transformation of the gift card industry, with winners demonstrating how innovation and technology are being used to meet the evolving needs of consumers.

InComm Payments and Sainsbury's were awarded Best Industry Innovation for their efforts to create seamless digital shopping experiences, an example of how innovation is helping retailers and service providers adapt to changing customer expectations.

BHN was also honoured on the night, taking home the Service Provider of the Year award. Their continued global expansion, commitment to digital innovation, and success in driving new partnerships were key factors in their win.

Meanwhile, Miconex earned the Best Creative Marketing Campaign award for their impressive ability to turn local spending into a strategic advantage, and John Lewis Partnerships were recognised with The Big ESG Award for their leadership in environmental and social responsibility.

Hannah Shimko, Managing Director of the GCVA, reflected on the evening:

"The Hall of Fame Awards are a celebration of the incredible achievements within the gift card industry. This year's winners have shown exceptional creativity, resilience, and innovation. Their work is not only driving the industry forward but also reshaping the way we think about gift cards. Congratulations to all of tonight's winners, and thank you to everyone for their continued efforts in making this industry such a vibrant space."



The 2024 awards showcased a range of innovations that are helping the gift card sector continue to grow and evolve. One such example is the collaboration between InComm Payments and Sainsbury's, whose ScanShopPay initiative won them the Best Industry Innovation award. This unique digital storefront, accessible via strategically placed QR codes in Sainsbury's stores, allows customers to browse and purchase prepaid card products without the need for additional physical space.

The placement of QR codes in high-traffic areas—such as till dividers, security shrouds, and seasonal aisles—has created multiple convenient touchpoints for consumers. This approach has successfully converted new shoppers into gift card buyers, demonstrating how digital solutions are enhancing in-store experiences and broadening access to prepaid products.

The judges remarked:

"InComm Payments and Sainsbury's have showcased how practical, digital innovations can meet customer needs in new and effective ways. Their initiative has not only enhanced convenience for consumers but also demonstrated how digital technology can be leveraged to maximise physical retail space."

BHN's win as Service Provider of the Year further underscored the importance of innovation within the industry. The judges highlighted BHN's outstanding global sales growth, partnership achievements, and continued digital advancements as key to their success.

The judging panel noted:

"BHN's ability to deliver results at scale across multiple markets and their commitment to digital innovation made them a standout in the Service Provider of the Year category. Their efforts have helped set a high standard for the industry."

Laura Lang, service account manager at Edenred Payment Solutions, won the Rising Star Award for her work with clients, including identifying opportunities for growth and development.

Commenting on her win Laura said:



"I'm very surprised. There's real tough competition in this industry. It's so dynamic. There are so many up and coming people. And that's really testament to how amazing, fun and interactive this whole sector is. I'm just excited to be part of it."

Other winners included Diggecard, recognised for Best B2B Product or Service, and Circle K Europe & SVS, who claimed Best B2C Product or Service for their innovative cross-border gift card programme.

Commenting on the event, Anna Uprichard, VP & Regional Lead, Commerce, EMEA, BHN, said:

"It was a fantastic evening as the lead sponsor, celebrating and congratulating the standout achievements at the 2024 Hall of Fame Awards. A huge well done to all the highly commended and winning organisations, teams, and individuals for pushing the boundaries of the gift card industry."

Full List of 2024 GCVA Hall of Fame Award Winners:

Best Industry Innovation

- Winner: InComm Payments & Sainsbury's
- Highly commended: Valuedynamx

Best Creative Marketing Campaign

- Winner: Miconex
- Highly commended: Lifestyle, part of Motivates

The Big ESG Award

- Winner: John Lewis Partnerships
- Highly commended: BHN

Best B2B Product or Service

- Winner: Diggecard
- Highly commended: Tillo

Best B2C Product or Service



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- Winner: Circle K Europe & SVS
- Highly commended: ePay Ltd & Sainsbury's Argos

Team of the Year

- Winner: Circle K Europe, InComm Payments & SVS
- Highly commended: InComm Payments & ASDA

Manufacturer of the Year

- Winner: Thames Technology
- Highly commended: Incodia

Service Provider of the Year

- Winner: BHN
- Highly commended: Tillo

Retailer/Issuer of the Year

- Winner: Sainsbury's
- Highly commended: ASDA

Rising Star of the Year

- Winner: Laura Lang, Service Account Manager – Edenred Payment Solutions

GCVA Member Organisation of the Year

- Winner: Tillo

Honoured Industry Contributor

- Winner: Andy Philpott, Chief Merchant Strategy Officer - Reward Gateway | Edenred

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About the GCVA

The Gift Card & Voucher Association (www.gcva.co.uk) was established as a trade body to represent the key players in what is today a £7 billion gift card and stored value solutions market. With more than 90 members representing key retailers, issuers, and suppliers the GCVA provides an information and reference point for the Gift Card & Voucher industry and is at the forefront of the issues affecting the industry.

Its main objective is to provide a platform and infrastructure for the industry and to raise the profile and use of gift cards and vouchers within the UK, promoting the industry to consumers, businesses, government, and other interested parties.

The GCVA is the key industry organisation to share new ideas, innovate and promote best practice with the UK gift card and voucher industry. It runs a programme of events, meetings, research projects and updates throughout the year, including its flagship Conference.