



GCVA & PR AGENCY ONE
PRESS & MEDIA COVERAGE

January



Title: Retail Technology Innovation Hub

Date: 2nd January 2020

Link: <https://retailtechinnovationhub.com/home/2020/1/2/the-retail-technology-year-in-review-september>

Domain Authority: 38/100



RETAIL TECHNOLOGY INNOVATION HUB

The retail technology year in review: September



RTIH takes a look back at September and rounds up the winners and losers.

Winners

Splio closed a €10 million funding round led by Ring Capital and also including Swen Capital Partners and existing investors, BPI France and Amundi PEF.

Support for **Bitcoin payments** was set to be launched at 25,000+ sales points across 30 French retailers, including Decathlon and Sephora.

Blockchain platform startup **Everledger** closed a \$20 million Series A funding round. This was led by Tencent Holdings, with Graphene Ventures, Bloomberg Beta, Rakuten, Fidelity and Vickers Venture Partners also participating.

The UK's **gift card and voucher market** grew by 7.2% year-on-year, according to research from the UK Gift Card & Voucher Association and KPMG UK.

Title: Mail Online

Date: 9th January 2020

Link: <https://www.dailymail.co.uk/news/article-7864559/Sainsburys-agree-honour-grandmothers-32-year-old-10-gift-tokens.html>

Circulation: 188,500,000

MailOnline

Granddaughter finds 32-year-old Sainsbury's gift tokens among her late grandmother's things and the supermarket agrees to honour them

- Mabel Homan received two £5 Sainsbury's gift vouchers from a charity in 1988
- Her granddaughter Beverly Hardy discovered the vouchers in some documents
- She contacted Sainsbury's who agreed they would honour the historic vouchers
- Social media users praised the supermarket for agreeing to swap the vouchers

A granddaughter stumbled across her grandmother's old gift tokens dating back to 1988 - and Sainsbury's have agreed to honour them.

Beverly Hardy from Ascot, Berkshire discovered her grandmother Mabel Homan's vouchers while clearing out an old suitcase full of photographs last week.

The suitcase had been left untouched for decades before she decided it was time for a clear-out with her 91-year-old father Raymond Homan.



In 2017, it was reported that an estimated £6 million is lost on vouchers each week in the UK, according to industry trade body the UK Gift Card & Voucher Association (UKGCVA)

Collectively, this amounted to around £300 million each year as 10 per cent of those in circulation get lost or simply get forgotten about.

However, the a 2019 report from UK GCVA revealed that more people are spending their gift cards quicker than ever before.

The organisation revealed that last year 98.6% of UK shoppers spend their gift cards within a year and 50.3% redeem them within a month of receipt.

The most common time period for gift cards is 24-months.

Title: Metro.co.uk

Date: 11th January 2020

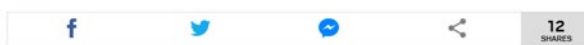
Link: <https://metro.co.uk/2020/01/09/sainsburys-honours-gift-vouchers-1988-found-grans-home-died-12029477/>

Circulation: 12,284,000



Sainsbury's honours gift vouchers from 1988 found in gran's home after she died

 **Sam Corbisley** Thursday 9 Jan 2020 1:21 pm



Beverly Hardy found the tokens in an envelope addressed to her nan Mabel Homan (pictured) (Picture: Beverly Hardy/Deadline News)

A woman who stumbled across a pair of dusty Sainsbury's gift tokens from 30 years ago was stunned when the supermarket agreed to honour them.

Beverly Hardy, 64, from Ascot in Berkshire, discovered her late grandmother Mabel Homan's vouchers whilst clearing out an old suitcase full of photographs last week.

The trunk had been left untouched for decades before she and her 91-year-old father Raymond Homan decided it was time for a clear out.

After sorting through hundreds of photos she found an envelope at the bottom of the case with Mabel's address and a postage mark dated 7 December 1988

Curious, Beverly asked whether she'd still be able to use the two £5 vouchers, which are worth £26.99 today.

She said: 'I just put it out there for a bit of history and out of interest. It was a bit of a sarcastic comment and I wasn't expecting anything.'

The UK Gift Card & Voucher Association (UKGCVA) estimated that £300 million was lost on gift vouchers in 2017, with one in 10 of those misplaced or forgotten about.

However, a UKGCVA report from last year revealed more people are spending their gift cards faster than ever before. The most common time period for gift cards is 24-months.

Director general Gail Cohen urged consumers to 'use it, not lose it'.

Sainsbury's declined to comment.

Title: A1 Retail

Date: 25th January 2020

Link: <https://www.a1retailmagazine.com/latest-news/retailers-set-for-huge-sales-boost-this-weekend-as-consumers-spend-their-christmas-gift-cards/>

Circulation: 7,000

Domain Authority: 35/100



Retailers set for huge sales boost this weekend as consumers spend their Christmas gift cards



Shoppers are beating the January blues and reducing the strain on their bank accounts by using gift cards instead – with retailers set to receive a sales boost this weekend that could potentially total over £200 million.

Recent [research](#) from the UK Gift Card & Voucher Association (UKGCVA) found that 44% of Brits were likely to have received a gift card this Christmas, and over half of consumers (50.3%) will spend their gift cards within a month of receiving them. Given that millions of shoppers are statistically likely to use their Christmas gift cards this weekend, it means that retailers are expected to receive a much-needed boost as over half of gift cards received during the Christmas period will be spent by this Sunday.

The UKGCVA's research also found that, when spending their gift card, shoppers will often spend more than the original value of the card. The average extra spend is £18.55 – a 67.1% increase on the average value of shoppers' gift cards (£27.64 per gift card). This means that, this weekend, retailers could receive a sales boost of more than £245 million through upsold goods and in-store uplift.

This weekend (January 25th-26th) also coincides with the first-ever National Use Your Gift Card weekend. Launched this year by the [UK Gift Card and Voucher Association](#) (UKGCVA), the event aims to encourage consumers to make the most of their unspent gift cards.

Gift cards, when redeemed, are a vital customer loyalty and engagement platform, which is welcome news to retailers. This is particularly true among younger demographics, with almost one in three (31%) millennial and Generation Z shoppers reporting having become a regular customer of a new brand after receiving and using a gift card for that organisation.

National Use Your Gift Card Weekend is also set to extend to additional key shopping dates throughout the year, such as the Black Friday weekend.

Gail Cohen, director general of the UKGCVA, commented: "At the UK Gift Card & Voucher Association, we would always encourage consumers to "use it, don't lose it" and enjoy their gift cards straight away. While our research shows that more and more consumers are spending their gift cards promptly, we're constantly looking for ways to make gift cards a better option for consumers and retailers alike – which means getting out there and enjoying them!

"What better time, and way, to treat yourself and beat the January blues? Gift cards are extremely versatile and can increasingly be spent online as well as in-store, meaning that it's never been easier to purchase the perfect treat and ensure that your gift cards can be properly enjoyed as they should."

For more information, visit www.ukgcva.co.uk

Title: Cards International

Date: 25th January 2020

Link: <https://www.verdict.co.uk/cards-international/news/gift-card-sales-boost/>

Circulation: 129,053

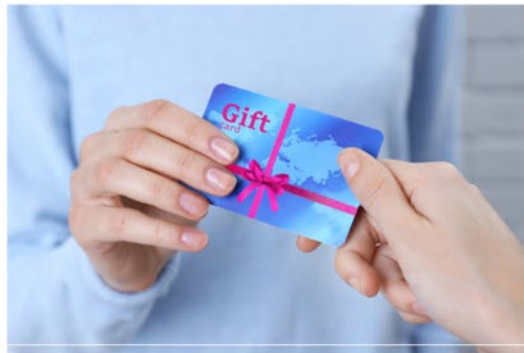
Domain Authority: 64/100

CARDS

INTERNATIONAL

UK retailers set for gift card sales boost

By Douglas Blakey · January 24, 2020



UK retailers are set to receive a gift card sales boost over the last weekend of January that could potentially total over £200m.

Around 44% of Brits received a gift card this Christmas according to the UK Gift Card & Voucher Association.

And over half of consumers (50.3%) will spend their gift cards within a month of receiving them.

Millions of shoppers are statistically likely to use their Christmas gift cards over the last weekend of January.

Accordingly, retailers can expect a gift card sales boost with over half of Christmas gift cards spent by 26 January.

Moreover, according to UKGCVA research shoppers will often spend more than the original value of the card.

The average extra spend is £18.55 – a 67.1% increase on the average value of shoppers' gift cards (£27.64).

And so retailers could receive a gift card sales boost of more than £225m through upsold goods and in-store uplift.

Gift card sales boost: National Use Your Gift Card weekend

The weekend of 25/26 January coincides with the first-ever National Use Your Gift Card weekend.

Launched this year by the [UKGCVA](#) it aims to encourage consumers to make the most of their unspent gift cards.

The weekend also aims to entice consumers back to the high street amidst a turbulent period for the retail sector. This was most recently highlighted by sales figures from the Office of National Statistics (ONS).

Its data revealed that sales volumes slipped for the fifth consecutive month in December.

Gift cards, when redeemed, are a vital customer loyalty and engagement platform, which is welcome news to retailers. This is particularly true among younger demographics.

Gail Cohen, director general, [UKGCVA](#), says: "We would always encourage consumers to "use it, don't lose it and enjoy their gift cards straight away. We're constantly looking for ways to make gift cards a better option for consumers and retailers alike. That means getting out there and enjoying them."

Title: Cosmetics Business

Date: 25th December 2019

Link:

https://www.cosmeticsbusiness.com/news/article_page/Retailers_brace_for_weekend_of_heavy_sales_as_shoppers_beat_January_blues/161742

Circulation: 75,221

COSMETICS BUSINESS

Retailers brace for weekend of heavy sales as shoppers beat January blues

By Becky Bargh 24-Jan-2020



RETAIL

According to research from the UK Gift Card & Voucher Association, more than 50% of Brits are expected to spend their festive gift cards over the weekend



According to data from the Office of National Statistics department stores' volume of sales month-on-month reduced 1.8%

Retailers have been warned to brace themselves for heavy sales this weekend (25-26 January) as customers rush to spend their Christmas gift cards.

According to research from the UK Gift Card & Voucher Association (UKGCVA), 44% of Brits received a gift card for Christmas and more than half are expected to spend them within one month.

UKGCVA's study also found shoppers are likely to spend, on average, £18.55 more than the value of the gift card.

This much-needed boost is forecasted to reach more than £245m through upsold goods and in-store uplift.

Gail Cohen, Director General of the UKGCVA, said: "At the UK Gift Card & Voucher Association, we would always encourage consumers to 'use it, don't lose it'.

"Gift cards are extremely versatile and can increasingly be spent online as well as in-store."

The announcement comes after the retail sector suffered a blow to its crucial 'Golden Quarter' with disappointing sales over the festive period.

The Office of National Statistics reported in the three months to December 2019, the quantity bought in retail sales decreased by 1%, compared with the previous three months.

Title: DIY Week

Date: 25th December 2019

Link: <http://www.diyweek.net/retailers-set-for-post-christmas-boost>

Circulation: 7,000



Retailers set for post-Christmas boost

Published: 24 January 2020 - John King



Shoppers are beating the January blues and reducing the strain on their bank accounts by using gift cards instead – with retailers set to receive a sales boost this weekend that could potentially total over £200 million.

Recent research from the UK Gift Card & Voucher Association (UKGCVA) found that 44% of Brits were likely to have received a gift card this Christmas, and over half of consumers (50.3%) will spend their gift cards within a month of receiving them. Given that millions of shoppers are statistically likely to use their

Christmas gift cards this weekend, it means that retailers are expected to receive a much-needed boost as over half of gift cards received during the Christmas period will be spent by this Sunday.

The UKGCVA's research also found that, when spending their gift card, shoppers will often spend more than the original value of the card. The average extra spend is £18.55 – a 67.1% increase on the average value of shoppers' gift cards (£27.64 per gift card). This means that, this weekend, retailers could receive a sales boost of more than £245 million through upsold goods and in-store uplift.

This weekend (25-26 January) also coincides with the first-ever National Use Your Gift Card weekend. Launched this year by the UK Gift Card and Voucher Association (UKGCVA), the event aims to encourage consumers to make the most of their unspent gift cards.

The weekend is also intended to entice consumers back to the high street in the middle of a turbulent period for the retail sector. This was most recently highlighted by sales figures from the Office of National Statistics (ONS), which revealed that the crucial "Golden Quarter" was disappointing for UK retailers. The most recent data, covering December 2019, reported that sales volumes had slipped for the fifth consecutive month.

Gift cards, when redeemed, are a vital customer loyalty and engagement platform, which is welcome news to retailers. This is particularly true among younger demographics, with almost one in three (31%) millennial and Generation Z shoppers reporting having become a regular customer of a new brand after receiving and using a gift card for that organisation.

National Use Your Gift Card Weekend is also set to extend to additional key shopping dates throughout the year, such as the Black Friday weekend.

Gail Cohen, director general of the UKGCVA, commented: "At the UK Gift Card & Voucher Association, we would always encourage consumers to "use it, don't lose it" and enjoy their gift cards straight away. While our research shows that more and more consumers are spending their gift cards promptly, we're constantly looking for ways to make gift cards a better option for consumers and retailers alike – which means getting out there and enjoying them!

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Title: Fashion Network

Date: 25th January 2020

Link: <https://uk.fashionnetwork.com/news/National-use-your-gift-card-weekend-to-give-retailers-a-post-christmas-boost,1179407.html>

Circulation: 12,825

FASHION
NETWORK

National Use Your Gift Card weekend to give retailers a post-Christmas boost

This weekend, retailers are expected to enjoy a sales boost that could potentially result in over £200 million in sales, as consumers go shopping to spend their Christmas gift cards.



According to research from the UK Gift Card & Voucher Association, 44% of Britons received a gift card this Christmas, and over half of consumers will spend their vouchers within a month of receiving them.

In fact, more than half of gift cards received during the Christmas period will be spent by this Sunday, predicted the organisation, giving UK retailers a much-needed boost.



This matters because shoppers spend on average £18.55 extra when using a gift card, a 67% increase on the average value of shoppers' gift cards (£27.64 per gift card). Based on these parameters, retailers could receive a sales boost of more than £245 million through upsold goods and in-store uplift.

Additionally, gift cards are essential tools for building customer loyalty. According to the UK Gift Card Association, 31% of millennial and Gen Z shoppers have become a regular customer of a new brand after receiving a gift card.

Title: Retail Technology Review

Date: 27th January 2020

Link: <https://www.retailtechnologyreview.com/articles/2020/01/27/retailers-set-for-huge-sales-boost-this-weekend-as-consumers-spend-their-christmas-gift-cards/>

Circulation: 20,179



Retailers set for huge sales boost this weekend as consumers spend their Christmas gift cards

Jan 27, 2020 Retail Supply Chain, Critical Issues Comments (0)

Print page



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* These figures were extrapolated from the most recent ONS population figures for the UK of 66.4 million, 90% of which (59,760,000) celebrate Christmas. A nationally-representative poll carried out by the UKGCVA in December 2019 indicated that 44% of the population who celebrate Christmas were likely to receive a gift card (26,294,400). This figure, combined with the average in-store uplift figure from when consumers spend their gift cards (£18.55) revealed as part of the UKGCVA's 2019 State of the Nation report, gives the figure of £245,343,843.