

UK **gift card**
& **voucher** association



UKGCVA & PR AGENCY ONE
PRESS & MEDIA COVERAGE

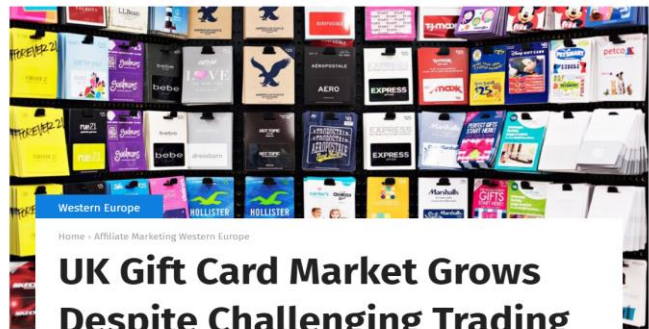
SEPTEMBER

Title: PerformanceIN

Date: 03.09.19

Link: <https://performancein.com/news/2019/09/03/uk-gift-card-market-grows-despite-challenging-trading-conditions/>

DA: 53



Home - Affiliate Marketing Western Europe

UK Gift Card Market Grows Despite Challenging Trading Conditions

The UK's gift card and voucher market has grown by 7.2% year-on-year while the analysis recorded a healthy 15.6% growth in business-to-business sales, which includes gift cards issued via an employer's reward programme.

Mustafa Mirreh | 03 Sep 2019 | Affiliate Marketing | Western Europe



Despite challenging trading conditions, gift card and voucher sales in the UK continues to grow with the market increasing by 7.2% year-on-year according to the latest analysis carried out by the UK Gift Card & Voucher Association (UKCGVA) and KPMG UK.

The report – looking at sales performance in the first half of 2019 compared to the same period the year before – recorded a healthy 15.6% growth in business-to-business (B2B) sales, which includes gift cards issued via an employer's reward programme.

While sales direct to consumers decreased by 9% – likely due to low retail sales growth in recent months – they remain the main driver of business-to-consumer (B2C) gift card sales, accounting for two-thirds of the market.

Retail sector the most important

The analysis also found that retail remains the most important sector within the gift card industry, with retail sales making up 67% of the overall market. There was also a strong improvement in the leisure industry, with the sector has grown by 13% year-on-year.

Although a preference for physical gift cards continues – taking 72.5% of the market share – digital and e-vouchers are proving increasingly popular, now accounting for 26.9% of sales (up from 12% in the first half of 2018).

Promisingly, gift card malls (the selection of gift cards stocked by third-party businesses) grew by 3.6% on a like-for-like basis, highlighting the growing importance consumers place on convenience and choice in the gift card market.

"The continued growth of the market only underlines gift cards' increasing importance as a revenue and loyalty generation tool. It's particularly encouraging to record this growth in the first half of the year, which tends to be slower compared with the months leading up to Christmas," said Gail Cohen, director general for the UK Gift Card & Voucher Association.

"The growth of gift card malls is also noteworthy, pointing not only to the consumer's calls for added convenience and choice but also how consumer businesses are forming alliances and partnerships to generate additional revenue and loyalty."

Title: Retail Tech Innovation Hub

Date: 04.09.19

Link: <https://retailtechinnovationhub.com/home/2019/9/4/uk-gift-card-and-voucher-sales-grow-during-challenging-times>



UK gift card and voucher sales grow during challenging times

GIFT CARDS

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.

This looked at the first half of 2019 compared to the same period the year before and also flagged up a 15.6% growth in business-to-business (B2B) sales, which includes gift cards issued via an employer's reward programme. While sales direct to consumers contracted by 9%, likely due to low retail sales growth in recent months, they remain the main driver of business-to-consumer (B2C) gift card sales, accounting for two-thirds of the market.

Retail remains the most important sector within the gift card industry, with sales making up 67% of the overall market, but there was also strong improvement in the leisure industry, with the sector having grown by 13% year-on-year. Although a preference for physical gift cards continues – taking 72.5% of the market share – digital and e-vouchers are proving increasingly popular, now accounting for 26.9% of sales (up from 12% in the first half of 2018).

Meanwhile, gift card malls (the selection of gift cards stocked by third-party businesses) grew by 3.6% on a like-for-like basis, highlighting the growing importance consumers place on convenience and choice in the gift card market.

Paul Martin, UK Head of Retail at KPMG, comments: "Placed against a backdrop of lacklustre sales in retail in recent months, it's perhaps easy to have overlooked the significant role gift cards and vouchers play in obtaining additional revenue and encouraging customer loyalty. This is arguably even more important during tough times, like those currently being faced by retail and consumer business more broadly."

"Businesses need to think carefully about the interplay between physical and online offerings, as well as their partnerships with other businesses. Relationships with other reward partners, or business-to-business sales, may well provide a welcome boost of consumer interest. It is certainly a channel many players must now consider, and just like their product sales more broadly, there is a vital need to offer flexibility where customer and education is concerned."

Scott Thompson

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Title: Direct Commerce

Date: 05.09.19

Link: <https://www.directcommercemagazine.com/news/products/multichannelomnichannel/gift-card-and-voucher-sales-grow-despite-challenging-trading-conditions>



Gift card and voucher sales grow despite challenging trading conditions

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Title: Retail Tech Innovation Hub

Date: 06.09.19

Link: <https://retailtechinnovationhub.com/home/2019/9/6/the-retail-technology-week-in-numbers>



RTIH



SEP 6

The retail technology week in numbers

RETAIL TECHNOLOGY

£8 billion... British retailers are losing an estimated £8 billion in revenue due to a lack of payment options online, such as digital wallets or international methods. That's according to research by Adyen, involving 811 UK consumers and 95 senior decision makers.

70%... Consumers increasingly prefer to interact with bots rather than humans, especially when it comes to researching products, learning about new services or following up on post-purchase queries.

According to a research by the Capgemini Research Institute, involving over 12,000 consumers and 1,000 business executives, nearly 70% of the former will progressively replace visits to a store or bank with their voice assistant within three years' time.

2,500... Research by Bazaarvoice, conducted among 2,500 respondents in the US, UK, France, and Germany, finds that both younger and older consumers complete the majority of their gift buying in shopping centres.

£4 million... London-based FinTech Curve has become the fastest startup to reach £4 million on Crowdfunder following the launch of its crowdfunding campaign - reaching that figure in 42 minutes.

7.2%... 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.

71.3%... GlobalData research shows that 71.3% of UK consumers would be willing to use food refill services as Morrisons and Waitrose take leading roles in this space.

0.4%... UK retail sales flatlined in August as the 12-month average dropped to a new low of just 0.4%, according to research from the BRC and KPMG. Even the usually buoyant e-commerce space struggled, with online sales of non-food products up 2.2% last month, against a growth of 7.5% in August 2018.

£1.76 billion... UK shoppers are set to spend £1.76 billion on back-to-school items in 2019, with the market forecast to grow by 1.5%.

18,000... Puma has opened a flagship store on Fifth Avenue in New York. The 18,000-square-foot space, spanning two levels, is its first bricks and mortar location in the city and the first of its kind in North America.

Scott Thompson

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SEP 6, 2019

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Category Management

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Title: Boutique.

Date: 10.09.19

Link: <http://boutique-magazine.co.uk/gift-card-and-voucher-sales-grow-despite-challenging-retail-conditions/>

DA: 14

boutique.
BUSINESS SENSE FOR FASHION RETAILERS



Fashion Fix

on September 10, 2019

Gift card and voucher sales grow despite challenging retail conditions

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The analysis – looking at sales performance in the first half of 2019 compared to the same period the year before – recorded a healthy 15.6 per cent growth in business-to-business (B2B) sales, which includes gift cards issued via an employer's reward programme.

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Retail remains the most important sector within the gift card industry, with retail sales making up 67 per cent of the overall market, but there was also strong improvement in the leisure industry, with the sector having grown by 13 per cent year-on-year.

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Promisingly, gift card malls (the selection of gift cards stocked by third party businesses) grew by 3.6 per cent on a like-for-like basis, highlighting the growing importance consumers place on convenience and choice in the gift card market.

Gail Cohen, director general for the UK Gift Card & Voucher Association, comments: "The continued growth of the market only underlines gift cards' increasing importance as a revenue and loyalty generation tool. It's particularly encouraging to record this growth in the first half of the year, which tends to be slower compared with the months leading up to Christmas.

"The growth of gift card malls is also noteworthy, pointing not only to the consumer's calls for added convenience and choice, but also how consumer businesses are forming alliances and partnerships to generate additional revenue and loyalty."

Paul Martin, UK head of retail at KPMG, adds: "Placed against a backdrop of lacklustre sales in retail in recent months, it's perhaps easy to have overlooked the significant role gift cards and vouchers play in obtaining additional revenue and encouraging customer loyalty. This is arguably even more important during tough times, like those currently being faced by retail and consumer business more broadly.

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Title: Retail Gazette

Date: 17.09.19

Link: <https://www.retailgazette.co.uk/blog/2019/09/gift-card-voucher-sales-grow-despite-tough-trading-conditions/>



Gift card & voucher sales grow despite tough trading conditions

By Elias Jahshan - September 17, 2019



Although a preference for physical gift cards continues, digital and e-vouchers are proving increasingly popular.

// The UK's gift card and voucher market grew 7.2% year-on-year

// Retail sales make up 67% of the overall market

The UK's gift card and voucher market has enjoyed growth during the first half of the year, underlying its increasing importance as a revenue and loyalty generation tool amid a tough trading climate.

According to data from UK Gift Card & Voucher Association and KPMG, the market grew by 7.2 per cent year-on-year.

The analysis – looking at sales performance in the first half of 2019 compared to the same period the year before – recorded 15.6 per cent growth in business-to-business sales, which includes gift cards issued via an employer's reward programme.

READ MORE:

*5 Minutes With
Paul Lewis,
Senior Director of
Marketing,
VoucherCodes*

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Retail remains the most important sector within the gift card industry, with retail sales making up 67 per cent of the overall market.

However, there was also strong improvement in the leisure industry, with the sector having grown by 13 per cent year-on-year.

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Meanwhile, gift card malls – the selection of gift cards stocked by third party businesses – grew by 3.6 per cent on a like-for-like basis, highlighting the growing importance consumers place on convenience and choice.

"The continued growth of the market only underlines gift cards' increasing importance as a revenue and loyalty generation tool," UK Gift Card & Voucher Association director general Gail Cohen said.

"It's particularly encouraging to record this growth in the first half of the year, which tends to be slower compared with the months leading up to Christmas.

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Title: Female First

Date: 23.09.19

Link: <https://www.femalefirst.co.uk/features/making-the-most-of-your-gift-cards-this-christmas-1211508.html>

FEMALE FIRST

Making the most of your gift cards this Christmas

Check where it can be spent...



23 September 2019

By Gail Cohen, director general of the UK Gift Card and Voucher Association



Image courtesy of Shutterstock



Gift cards have never been more popular, and with good reason: they make great presents. No matter how well you know someone, gift-giving is fraught with difficulties, and often results in well-meant but unwanted items being returned or relegated to the back of the wardrobe.

With gift cards, you can give your loved ones the freedom to choose something they really want, when they want it. And for those people in your life who already have everything, experience gift cards are a brilliant way to give them the chance to try something new or treat themselves to an indulgent evening out.

With Christmas fast approaching, and many of us likely to give or receive a gift card this festive season, we've put together our seven top tips to help you make the most of them:

Get personal

Gift cards offer plenty of opportunity for personalisation, giving you the chance to show just how much you appreciate your loved ones. Physical gift cards can be customised with fun or sentimental photos and text, and delivered wrapped in bespoke packaging.

Meanwhile, digital gift cards can be sent via email accompanied by touching video messages, making them perfect for family and friends that you might not get the chance to see in person this Christmas.

Check where it can be spent

Internet shopping is on the rise, with many of us now preferring to browse online rather than in-store. While more and more gift cards can now be spent online, some can only be redeemed in physical stores, so when buying a gift card for someone always double check where it can be spent to ensure it suits their shopping style.

Use it, don't lose it

Gift cards and vouchers can have expiry dates on them, so it's always a good idea to check the terms and conditions as soon as you receive them, to ensure they don't expire before you've had a chance to spend them.

Although you should have plenty of time before this happens, it can be easy to forget about them. So if you do receive a gift card this Christmas, our advice is to hit the sales and get shopping! And if you are in any doubt about the validity of your gift card, don't hesitate to get in contact with the provider who will be happy to answer any questions.

Buy from a trusted source

To get the most out of your card, always make sure to buy it from a trusted provider. Whether it's online or in-store, getting a gift card from a reliable source will make the recipient's experience all the better.

Keep it safe

As gift cards can be worth a lot of money, they should be treated carefully, and kept safe until they're going to be spent. However, unlike cash, a misplaced gift card may not be lost forever. In many cases, gift cards can be registered online by the recipient, making it easy to keep track of how much money is left on them, and to request a replacement card if needed.

When purchasing a gift card for someone else, it's also sensible to save the receipt, just in case the recipient loses their card without registering it first.

Make sure it's ready to use

While a lot of gift cards can be used immediately, some need to be activated before use. When purchasing a gift card for someone, it's a good idea to find out how it works, so you can make sure the recipient knows what they have to do. This will make it much easier for them to get shopping straight away.

Happy shopping!

What are you waiting for? Start spending and enjoy!

For more information, visit www.ukgcv.a

Title: Entirely London

Date: 27.09.19

Link: <https://www.entirelylondon.co.uk/news/retail/camden/hall-of-fame-awards-celebrate-the-gift-card-industrys-stars-of-20192481>



Hall of Fame Awards celebrate the Gift Card industry's stars of 2019

4.8k    



The winners of the third-annual Hall of Fame awards, celebrating the best of the UK gift card and voucher industry, have been announced.

The UK Gift Card and Voucher Association's annual awards saw the gift card-related successes, achievements and innovation of its members, which span the retail, leisure, incentives and payments sectors, celebrated across nine categories.

Mitchells & Butlers won the coveted Industry Retailer – Issuer of the Year accolade, with WeGift being awarded the strongly-contended Industry Service Provider of the Year trophy. M&S for Business took home the award for Best UK Creative Marketing Campaign and Ticketmaster was highly commended in the same category.

Theatre Tokens was also delighted to take home the Most Innovative Technology Product or Service award. Theatre Tokens, an experience-led theatre gift voucher that can be redeemed at over 240 theatres across the UK, won the award for its work to digitalise its nationwide gift card programme, allowing for theatre tokens to be redeemed online. Judges were particularly impressed by how the ambitious project improved the customer experience, increased engagement and enabled flexible, frictionless purchasing for customers.

New categories this year included the Corporate Social Responsibility (CSR) award, which was deservedly won by National Book Tokens – originators of the UK's first-ever gift voucher in 1932 - which took home the accolade for its charity work with World Book Day. The Gift Card Programme Team of the Year, also new for 2019, was won by SVS (Stored Value Solutions) and Dixons Carphone, who worked in close collaboration.

The Honoured Contributor of the Year award, voted for by the UKGCVAs's members, was won by Siobhan Moore, partner & global head of cards and payments at Locke Lord LLP and UKGCVAs executive committee member. Siobhan was an extremely popular choice, with voters particularly impressed by her tireless work over the past decade to inform UKGCVAs members and the wider gift card industry of changing industry legislation. Simon Osgood, SVP & MD of InComm EMEA and Russia, was highly commended.

More than 150 industry professionals attended the event, which was held at 30 Euston Square on Thursday 12th September. The entries were judged by an expert panel, comprised of both UKGCVAs members and its executive team.

The Hall of Fame awards follow the recent release of the UKGCVAs's biennial data report, compiled in association with KPMG UK, which highlighted the gift card market's sustained growth, with the overall market up by 7.2% year-on-year, and B2B sales up by 15.6%. Interestingly, the research also found that digital gift cards and e-vouchers now make up 26.9% of the market, highlighting consumer and business appetite for innovation from the gift card industry.

Gail Cohen, director general of the UKGCVAs, commented: "It's fantastic to be able to recognise the best of our industry, which is going from strength to strength, has to offer. We've seen some brilliantly innovative work from industry players large and small over the last year, making it extremely difficult to pick the best of the bunch.

"After the success of the previous two years' awards, we wanted to make this year's ceremony bigger and better than ever before – a challenge the team rose to superbly. The standard of entries across all categories this year was incredibly high, with worthy winners and commendations across the board. We've already got some big plans for next year, so watch this space!"

The awards were sponsored by SVS, the leading global provider of gift cards and stored value services. The awards were sponsored by SVS, the leading global provider of gift cards and stored value services.

Sarah Poynter, VP of Account Services for SVS, commented: "We were delighted and excited to be an integral part of this year's event, which was once again a fantastic celebration of retailers coming together to celebrate the positive impact the gift card industry has had on consumers and businesses alike over the past year.

"The UKGCVAs does a fantastic job promoting awareness of the integral role gift cards play across a wide variety of sectors, raising the profile of the industry for the benefit of all."

For more information about becoming a member of the UKGCVAs, visit <http://www.ukgcvas.co.uk/becomeamember.html>

Entirely London Jobs

Trainee Retail Recruitment Consultant - Central London
City of London

Trainee Retail Recruitment Consultant - Central London Salary for Trainee Recruitment Consultant £28k + uncapped commission (OTE YR1 £40K, YR2 £70K, YR3 £100K+) Benefits for Trainee Recruitment Consultant: Lustrous incentives, 5 star holidays, Michelin star lunch clubs, 28 days holiday, Virgin gym membership, company iPhone X, travel ban and more!

Media Analyst, Retail, Central London - £40K
London

Media Analyst, Retail, Central London - £40K About the Role This is a rare opportunity to join a fantastic luxury retail brand who are looking for a Media Analyst to provide insight and recommendations to drive cost efficient revenue.

Retail Sales Assistant
North West London

£20,000 Basic: £29,000 Average OTE Award Winning, national bus-rip business.

Retail Sales Assistant
Dagenham

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Retail Sales Consultant
White City

The position of sales consultant in Westfield has just been passed to me by an exciting business who have opened up a new concept store specialising in fitness and wellbeing.

CMO - Retail - London - c. £80K plus equity
London

CMO - Retail - London - c.

Affiliate manager - Retail - London - c. £35K
London

Affiliate Marketing Manager - Retail - London - c.

Middle Office Analyst (retail energy)
Canary Wharf

Role: Middle Office Analyst (retail energy) Salary: Up to £35K + 20% bonus + benefits Location: Canary Wharf Role Purpose: A retail energy regulator is looking for a Middle Office Analyst to report on risk exposure and P&L of a European gas & power portfolio, producing associated reports for c.

UK Retail Marketer
London

My Client a major technology giant are looking for a Marketing Specialist Job Description: The UK Retail Marketing team is a performance driven powerhouse helping drive sell-through at retail and retail.

Head of IT and Project Delivery - Retail / Hospitality
London

Head of IT and Project Delivery - Retail / Hospitality Head of IT and Project Delivery is required by our global retail client to be responsible for the ongoing development and implementation of their technology solutions across the group.

Title: Entirely Retail

Date: 27.09.19

Link: <https://www.entirelyretail.com/news/london/camden/hall-of-fame-awards-celebrate-the-gift-card-industrys-stars-of-20192481>



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CMO - Retail - London - c.

Affiliate manager - Retail - London - c. £35K

Affiliate Marketing Manager - Retail - London - c.

Middle Office Analyst (retail energy) Canary Wharf

Role : Middle Office Analyst (retail energy) Salary : Up to £35K + 20% bonus + benefits Location : Canary Wharf Role Purpose: A retail energy regulator is looking for a Middle Office Analyst to report on risk exposure and P&L of a European gas & power portfolio, producing associated reports for c.

UK Retail Marketer London

My Client a major technology giant are looking for a Marketing Specialist Job Description: The UK Retail Marketing team is a performance driven powerhouse helping drive sell-through at retail and retail.

Head of IT and Project Delivery - Retail / Hospitality London

Head of IT and Project Delivery - Retail / Hospitality Head of IT and Project Delivery is required by our global retail client to be responsible for the ongoing development and implementation of their technology solutions across the group.

Title: Insight DIY

Date: 30.09.19

Link: <https://www.insightdiy.co.uk/news/gift-card--voucher-sales-grow-despite-challenging-trading-conditions/7636.htm>

DA: 37

Insightdiy Intelligence and Insight for the DIY Industry

Gift Card & Voucher Sales Grow Despite Challenging Trading Conditions



The UK's gift card and voucher market has grown by 7.2% year-on-year, according to the latest analysis carried out by the [UK Gift Card & Voucher Association \(UKCGVA\)](#) and [KPMG UK](#).

The [analysis](#) – looking at sales performance in the first half of 2019 compared to the same period the year before – recorded a healthy 15.6% growth in business-to-business (B2B) sales, which includes gift cards issued via an employer's reward programme.

While sales direct to consumers contracted by 9%, likely due to low retail sales growth in recent months", they remain the main driver of business-to-consumer (B2C) gift card sales, accounting for two-thirds of the market.

Retail remains the most important sector within the gift card industry, with retail sales making up 67% of the overall market, but there was also strong improvement in the leisure industry, with the sector having grown by 13% year-on-year.

Although a preference for physical gift cards continues – taking 72.5% of the market share – digital and e-vouchers are proving increasingly popular, now accounting for 26.9% of sales (up from 12% in the first half of 2018).

Promisingly, gift card malls (the selection of gift cards stocked by third party businesses) grew by 3.6% on a like-for-like basis, highlighting the growing importance consumers place on convenience and choice in the gift card market.

Gail Cohen, director general for the UK Gift Card & Voucher Association, said: "The continued growth of the market only underlines gift cards' increasing importance as a revenue and loyalty generation tool. It's particularly encouraging to record this growth in the first half of the year, which tends to be slower compared with the months leading up to Christmas.

"The growth of gift card malls is also noteworthy, pointing not only to the consumer's calls for added convenience and choice, but also how consumer businesses are forming alliances and partnerships to generate additional revenue and loyalty."

Paul Martin, UK head of retail at KPMG, added: "Placed against a backdrop of lacklustre sales in retail in recent months, it's perhaps easy to have overlooked the significant role gift cards and vouchers play in obtaining additional revenue and encouraging customer loyalty. This is arguably even more important during tough times, like those currently being faced by retail and consumer business more broadly.

"As is evident in the latest analysis, businesses need to think carefully about the interplay between physical and online offerings, as well as their partnerships with other businesses. Relationships with other reward partners, or business-to-business sales, may well provide a welcome boost of consumer interest. It is certainly a channel many players must now consider, and just like their product sales more broadly, there is a vital need to offer flexibility where purchase and redemption is concerned."

Source : [Insight DIY Team](#) and the [UK Gift Card & Voucher Association \(UKCGVA\)](#) and [KPMG UK](#)

[For all the very latest news and intelligence on the UK's largest home improvement and garden retailers, sign up for the Insight DIY weekly newsletter.](#)

30 September 2019

Title: HRreview

Date: 30.09.19

Link: <https://www.hrreview.co.uk/analysis/gail-cohen-making-the-most-of-gift-cards-as-an-employee-reward/120875>

DA: 54

HRreview

Gail Cohen: Making the most of gift cards as an employee reward

by Gail Cohen | Monday, September 26, 2019 | 0 comments | Employee benefits, HR news, One4All rewards, Reduce tax, reward

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Gift cards have become an increasingly integral part of many businesses' reward schemes. Indeed, our most recent State of the Nation report revealed that the B2B gift card market has grown by more than 20 per cent year-on-year.

From an employee's perspective, the personal touch offered by non-cash rewards such as gift cards often work better than an equivalent cash incentive. Not only are cash bonuses subject to tax – whereas gift cards with a value of up to £50 are tax-free – cash incentives are likely to become indistinguishable from the money already in an employee's bank account once received and may be spent on everyday expenses such as utility bills or rent – hardly an ideal reward for hard-working, dedicated members of staff.

That said, it's crucial for businesses to consider how they can make best use of gift cards as part of their employee reward programme in order to ensure that they can continue to meet the changing needs and aspirations of an increasingly diverse workforce.

But how to go about this?

Take advantage of gift cards' versatility

It's an exciting time in the B2B gift card industry, with more types of gift cards available than ever before – something that businesses should be looking to take full advantage of as a way to offer employees rewards that are truly personalised to their own tastes and interests.

For example, businesses could offer experience-led gift cards (e.g. a meal out at a favourite local restaurant, a night at the theatre or even a trip away), or multi-retailer gift cards (such as those offered by Love2Shop or One4All, which can be redeemed in thousands of outlets across the country).

Digital gifting products (such as gift codes which can be redeemed online) are also proving increasingly popular due to being able to be purchased, delivered and spent almost instantly, offering previously-unparalleled levels of convenience. Indeed, our research into the gift card market earlier this year revealed a significant spike in the use of digital gift cards, which saw the highest growth in the second half of 2018 compared with paper and physical cards.

The "instant gratification" factor of digital gift cards also benefits employers, with those that offer digital gift cards more able to reward exceptional behaviours promptly. After all, employees are far more likely to associate a reward with the positive action they took to earn it – and subsequently repeat this behaviour – if the reward is delivered shortly after they initially earned it.

Gift cards strike a fantastic balance between personalisation and utility – offering employees choice about exactly where, when and how they spend their reward, while simultaneously making staff feel like their boss has truly thought about how best to reward them personally for a job well done.

Businesses can take full advantage of the personalisation benefits gift cards offer by taking the time to find out exactly what individual members of staff might most like from their reward ahead of time. For example, a member of staff may be known around the office for their love of musicals, and may appreciate a gift voucher offering them a night out at the theatre. Alternately an employee may have just moved to the company from another town, and may like a gift card to their favourite department store to make purchases for their new home.

Think beyond the reward itself

To ensure employee and employer both gain the maximum benefit from a gift card scheme, businesses should think about the entire reward journey, looking from the initial gift card delivery, right the way through to the weeks and months after it has been spent.

This post-reward recognition can generate a great deal of goodwill from staff, promote the business externally as an employer of choice and, ultimately, extend the business "value" of gift card schemes far beyond the initial delivery.

Take a consultative approach

A business could offer the most generous gift card scheme in the world but, if the rewards offered are not the right fit for staff, neither employee nor employer are going to see any great benefit. To this end, businesses should consider asking the people being rewarded – in this context their staff – what they actually want.

For example, businesses could create a staff working group to help form the gift card scheme – actually asking employees how they would like the reward scheme to look right from the outset and taking action accordingly.

Overall, gift cards hold tremendous potential to transform businesses' reward offering, but it's critically important to ensure that they're being used in the right way if this potential is to be realised. The B2B gift card market is going from strength to strength and – particularly considering their popularity among the younger workforce – the right gift card offering can play a crucial role in businesses' reward schemes, in turn taking a huge step towards engaging and retaining top talent in an ever-more competitive marketplace.



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About Gail Cohen

Gail Cohen is the director general of the UK Gift Card and Voucher Association (UKGCVA) – a role she has held since 2015.

Gail's role is to lead the association developing strategy and setting direction with the executive group, ensuring it represents its members and the industry across all key areas including: PR and media to raise the profile and value of the sector with key decision makers, consumers & stakeholders; liaison and advocacy with government, law commission and other key partners; introducing new services to assist members and add value to consumers; providing discussion, debate and networking opportunities; and providing insight, research and up to date information and news. Gail also leads on members events meetings, and the annual UKGCVA conference.

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