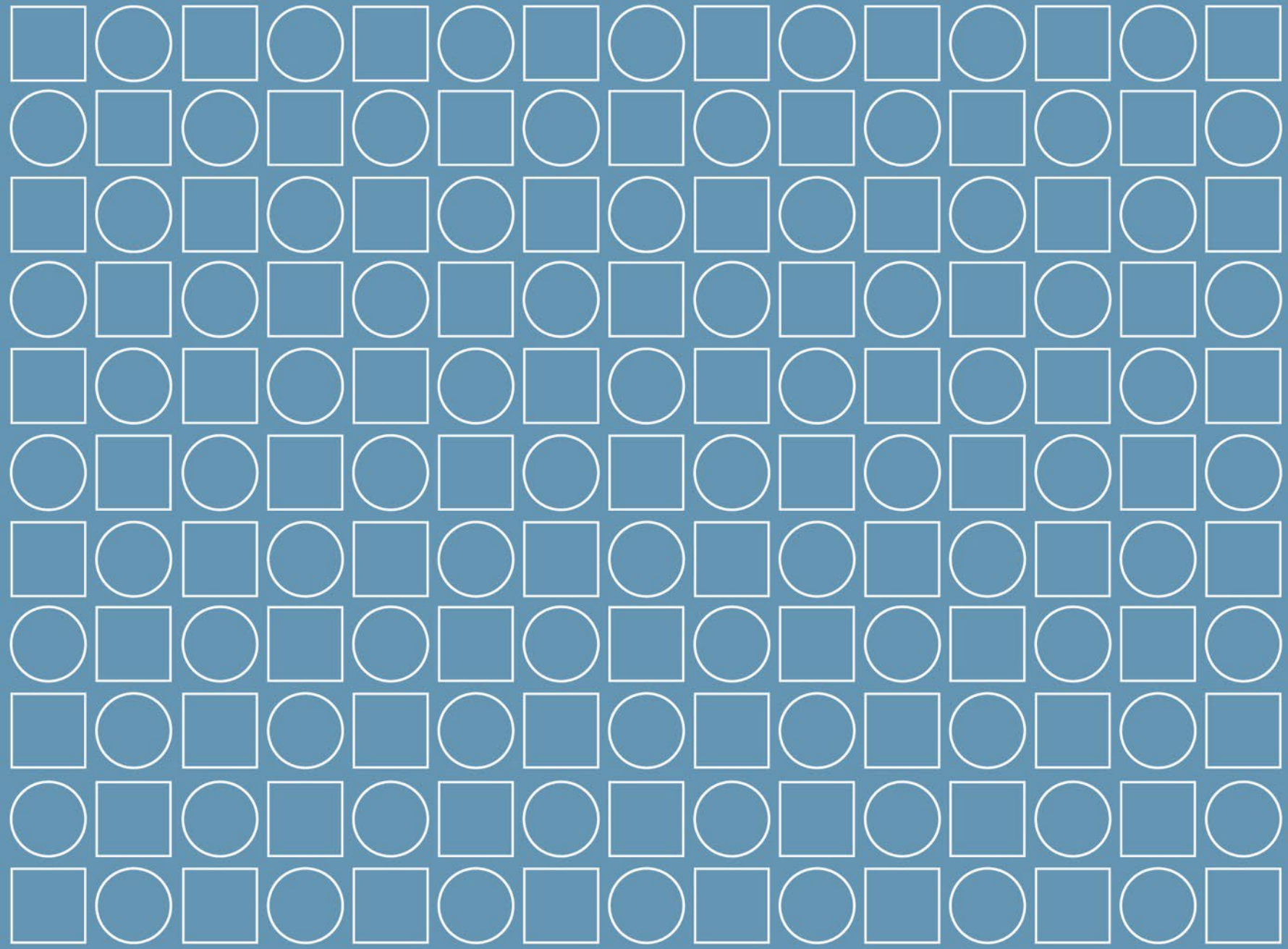


GCVA & PR  
Agency One

Press & Media  
Coverage

September  
2024



# Loyalty release 2.0

## THE INDUSTRY .BEAUTY

### Digital gift cards overtake physical cards for first time in 'pivotal shift'

TOM BOTTOMLEY  
02 SEPTEMBER 2024

The Gift Card & Voucher Association (GCVA) has revealed a "pivotal shift" in the UK gift card market as digital gift cards surpass physical cards for the first time.

Digital gift cards now command 52% of the market share, with sales surging by 17.1% in the first half of 2024. That's up from a market share of 30% in 2019.

The "significant shift" reflects the growing preference for digital options, which offer benefits such as instant delivery, customisation and insightful data analytics – making them ideal for employee rewards, customer retention and promotional campaigns.

**Title:** The Industry Beauty

**Date:** 09.09.24

**Link:** <https://theindustry.beauty/digital-gift-cards-overtake-physical-cards-for-first-time-in-pivotal-shift/>

**MUU:** 55,290



# Loyalty release 2.0

## PaymentsJournal

### Digital Gift Cards Outpace Physical Cards in the UK

**Title:** Payments Journal

**Date:** 09.09.24

**Link:** <https://www.paymentsjournal.com/digital-gift-cards-outpace-physical-cards-in-the-uk/>

**MUU:** 3,000

Digital gift cards now account for over half (52%) of the UK gift card market share in what is being called a “pivotal shift” in the industry.

In the first half of the year, [digital gift card sales increased by 17.1%](#), according to a report from the Gift Card & Voucher Association (GCVA). Over the past five years, this figure has grown by 30% as UK companies have increasingly incorporated digital gift cards into their loyalty and rewards programs.

“The surge in digital gifting in the UK is impressive and it is ahead of the pace in the U.S.,” said [Jordan Hirschfield](#), Director of Prepaid at Javelin Strategy & Research. “Javelin firmly believes that the U.S. will reach a 50/50 split between physical and digital gift cards by the end of the decade. That is driven by similar features of loyalty and rewards that link easily to consumers’ apps and stored value accounts.”



# Feature

**Title:** Government Business

**Date:** 09.09.24

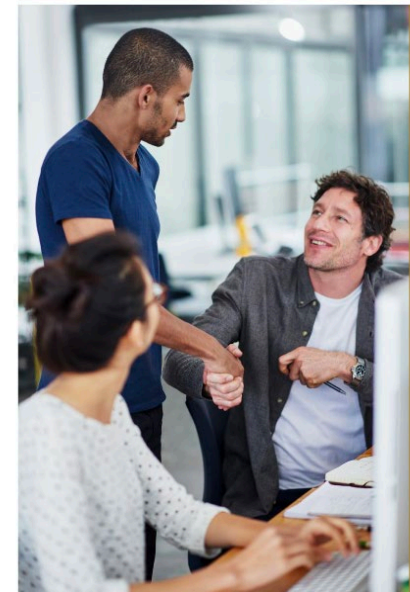
**Link:** [https://issuu.com/psi-media/docs/overnment\\_business\\_31.5?fr=sOWU1MTc3NDY2Mjl](https://issuu.com/psi-media/docs/overnment_business_31.5?fr=sOWU1MTc3NDY2Mjl)

**MUU:** 50,000



## The benefits of employee benefits

Hannah Shimko, managing director of the Gift Card and Voucher Association (GCVA), sets out why flexibility and personalisation are key elements of employee benefits schemes in the public sector



The public sector in the UK faces a unique set of challenges when it comes to recruiting and retaining talent. Unlike the private sector, where salaries can be more competitive, the public sector has traditionally struggled to match salaries directly. Despite recent pay awards designed to 'level up' after a prolonged period of pay restraint, the disparity between public and private sector pay scales is likely to persist.

However, money isn't everything. For many years, the narrative around public sector employment has centred on the idea of job security, meaningful work, and a sense of duty to the community. These are powerful motivators, especially for those drawn to the public sector's mission-driven roles.

But in an era where financial pressures are mounting, and the cost of living continues to rise, these non-monetary advantages need to be complemented with tangible, practical benefits that address the immediate concerns of workers.

# Loyalty release 2.0

**Title:** Scottish Business News

**Date:** 17.09.24

**Link:** [Scottish Fintech Seeks Nation's Favourite Local Business in New Competition - Scottish Business News](#)



## Scottish Fintech Seeks Nation's Favourite Local Business in New Competition

Business News

16/09/2024



*Led by Scottish fintech Miconex, the competition aims to shine a light on the local businesses making a positive impact on communities in the run up to the key Christmas trading period.*

Shop local champion Miconex has launched its 2024 search to find the UK's Favourite Local Business in Scotland, with £1500 in local gift cards as the prize.

The UK's Favourite Local Business will be the business who has the most unique votes at [lovelocalwin.co.uk](http://lovelocalwin.co.uk) and will win a £500 local gift card, with one person who nominated them winning a £1000 local gift card.

The competition aims to shine a light on local businesses making a positive impact on communities. Local businesses across a range of sectors are eligible to be the UK's Favourite Local Business, including retail, hospitality, leisure, accommodation, health and beauty and services.

Miconex operates over 200 local gift card programmes around the world, including Town & City Gift Cards and Downtown Gift Cards, plus Scotland Loves Local Gift Cards in association with Scotland's Towns Partnership.

# Comment op

**Title:** A1 Retail

**Date:** 30.09.24

**Link:**

<https://flickread.com/edition/html/66f682b323b57#1>

**MUU:** 5,818



September 2024 £5.95

# A1 Retail

FIRST PLACE FOR NEWS IN YOUR INDUSTRY

CUSTOMER LOYALTY

“By leveraging the popularity of loyalty schemes and incorporating flexible reward options like gift cards, brands can foster long-term customer relationships that keep shoppers coming back.”

Dr. Hannah Shimko, Managing Director of Gift Card & Voucher Association (GCVA), comments: