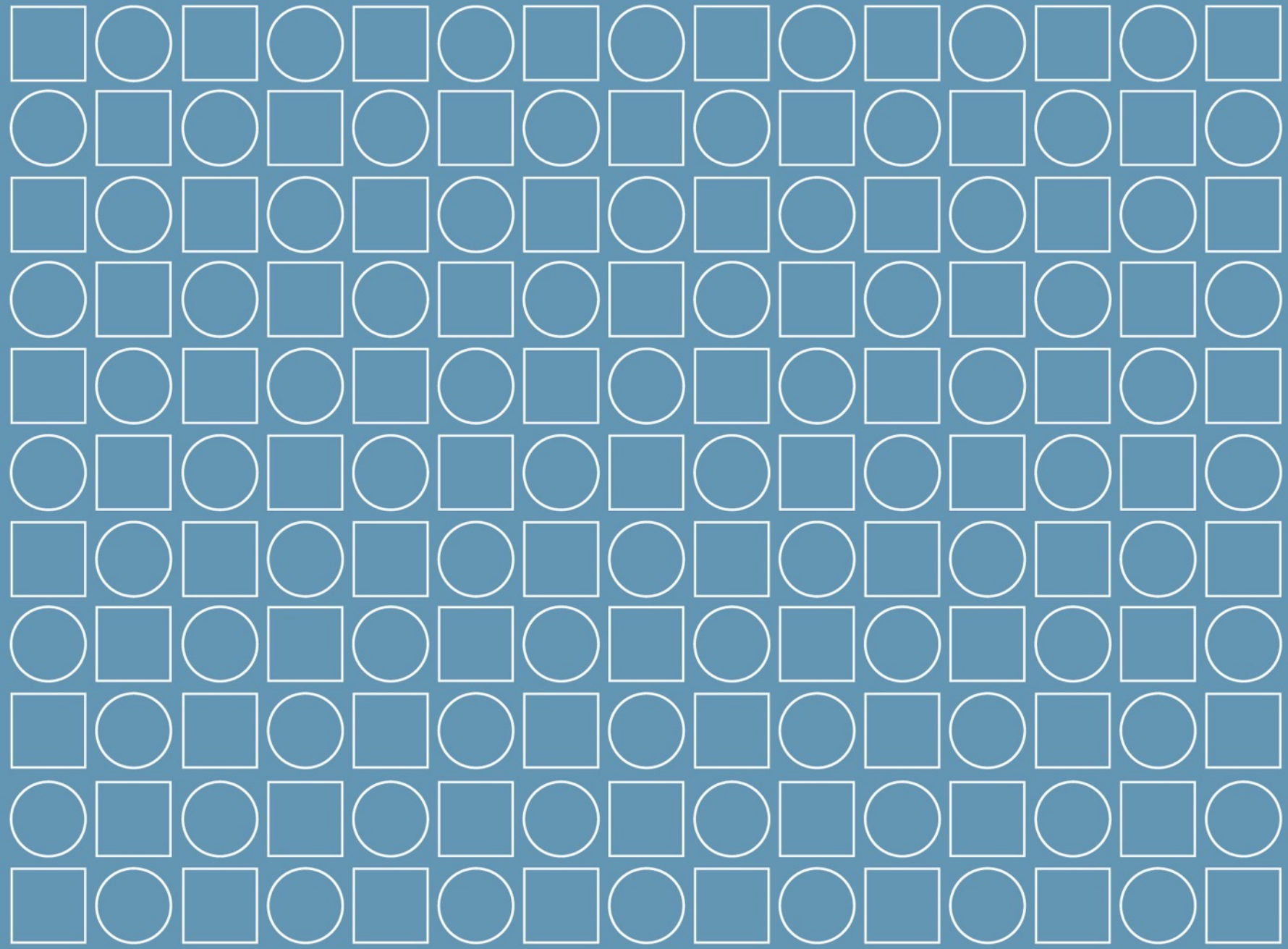


GCVA & PR
Agency One

Press & Media
Coverage

December 2022





Title: Good Housekeeping

Date: 8th December 2022

Link: <https://www.goodhousekeeping.com/uk/consumer-advice/a29831755/gift-cards/>

MUU: 6,648,930

DA: 89



Consumer Advice › Financially Fabulous

The do's and don'ts of gift cards

A quick guide to your rights whether gifting or receiving a card, token or voucher this Christmas.

 | BY [MOLLY GREEVES](#) AND [CAROLINE BLOOR](#) Updated: 8 Dec 2022

Who doesn't love a gift card? They're a wonderful way of giving a friend or family the fun of picking exactly the present they want— and cutting down on unwanted gifts. So it's no surprise that 80% of gifters bought them last Christmas*. But with so many high-street stores closing down over the last couple of years and the country now gripped by recession with the possibility of more closures, are they still a safe option?

Gail Cohen, director general of the Gift Card and Voucher Association (GCVA) says: 'This year we can see that people are once again turning to gift cards, this time to manage spending and prevent unwanted gifts in the midst of the current cost-of-living crisis. Gift cards enable people to stick to a strict budget and avoid price inflation on physical gifts which is a key consideration for the 44% of consumers planning to reduce their spending this festive season.'

Manchester TV – last minute gifting release

MANCHESTER TV

Title: Manchester TV

Date: 19th December 2022

Link: <https://manchester-tv.co.uk/millions-of-brits-risk-overspending-on-last-minute-gifts/>

MUU: 7,000



Millions of Brits risk overspending on last minute gifts

DEC 19, 2022 by RUGGED HANK in BUSINESS

As the countdown to Christmas begins, new research has revealed that nearly 7 million UK adults will be leaving their Christmas shopping to the last minute this year, putting them at risk of adding extra stress to the festive season and overspending on unwanted gifts.

The survey of 1,000 UK adults commissioned by the Gift Card and Voucher Association (GCVA) found that 6.8 million consumers, or 10% of the UK adult population, will be cutting it fine to get gifts under the tree in time for Christmas day.

Those planning to leave gift buying to the last minute could be adding additional stress to what is already a busy time of year, with 32% of last minute gifters admitting that they find the present selection process stressful.

Men are revealed as the worst for leaving shopping to the last minute, being almost twice as likely to do so than women. Those in younger age groups are also likely to shop for gifts later on in December, with 26% of 18-34 year olds leaving it to the last minute.

In the current climate, many could fall victim to overspending due to inflated prices and in a bid to purchase a gift on time. Considering that 39% of last minute gifters are looking to reduce spending on gifts this Christmas, not planning ahead could see them ending up with a bigger shopping bill than predicted. In fact, if each of the 6.8 million late shoppers were to spend just an additional £20 each, it would result in £136m of wasted spend.

Happiful – Christmas gifting research

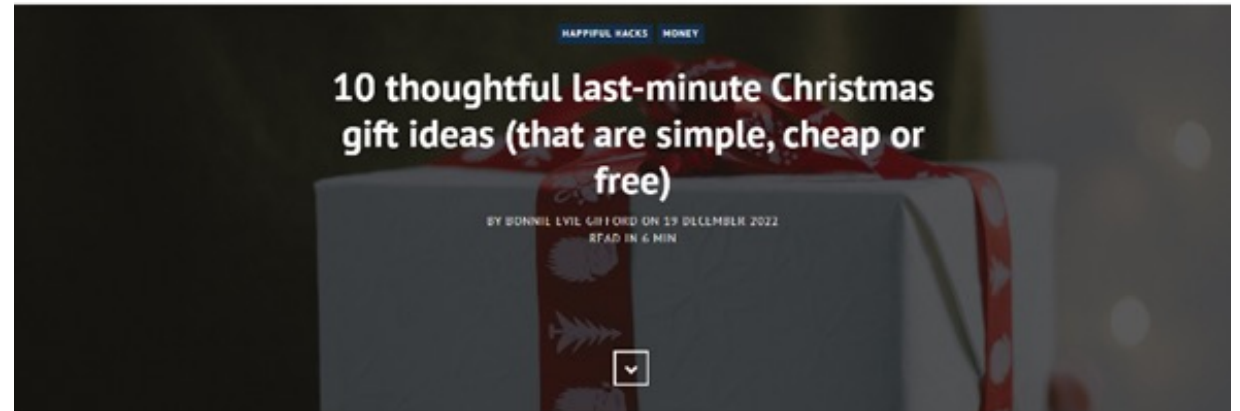


Title: Happiful

Date: 19th December 2022

Link: <https://happiful.com/thoughtful-last-minute-christmas-gift-ideas-simple-cheap-free/>

MUU: 40,890



Worried about your gifts not turning up in the post or left your shopping a little late this year? We share 10 thoughtful last-minute gifts you can make, arrange, or easily buy locally, without spending too much time or money

While some of us worry about the **Christmas creep**, for others, it's like the holidays suddenly arrive with a shock of panic and a sense of overwhelm. Despite being the same time and date every year, figures show that around one in five of us still try to cram in some last-minute shopping come Christmas Eve. And thanks to our late spending habits, two in five spend more than we mean to.

According to the latest research from the Gift Card & Voucher Association (GCVA), nearly 7 million Brits leave their Christmas shopping until the last minute, increasing their risk of overspending and adding to their seasonal stress.

We all know the best advice: save early, plan ahead, and spread the cost - it's the thought (not the price tag) that counts. But that doesn't feel very helpful when you've missed the cut-off for gifts to arrive in time in the post, and you've still not got everything.

We share 10 simple, affordable (or free) gift ideas you can make or easily buy without waiting for shipping, to help take the last-minute stress out of the holiday season.

Nerd Wallet – Gift cards vs cash comment



Title: Nerd Wallet

Date: 12th December 2022

Link: <https://www.nerdwallet.com/uk/personal-finance/gift-cards-or-cash/>

MUU: 4,217,808



The Big Christmas Debate: Gift Cards or Cash?

Giving gift cards and cash as a present isn't a sign you're out of ideas. It can let friends and family get something they want and save on time, guesswork and waste. If you're not sure which to go for, here's how they measure up.

Holly Bennett Last updated on 12 December 2022.

Giving gift cards or cash as a gift at any time is hands down a better option than buying someone something they don't want or need. It can also make life easier if you're short on time and inspiration. Far from a last resort, they can be a Christmas saviour for all concerned.

There is no need to be sheepish about taking either route, if it works for you. But if you're not sure which way to go this season, our pros and cons are here to help.

The case for gifts cards

If you're familiar with a friend or relative's likes and hobbies – and even if you're not – there will be a Christmas gift card for them. Over a quarter (27%) of people in the UK bought a gift card for someone in December 2021, according to a Gift Card & Voucher Association (GCVA) survey. So it is a festive go-to for plenty of us.

And as Gail Cohen, director general at the GCVA, explains: "Gift cards also help to keep Christmas special and are favoured by many people over cash for this reason. They show that you've given thought about what to buy that person – choosing their favourite brand, for example."

Big retailers can be a winner with more generic spending options, but supporting smaller or niche businesses is an option too. The same GCVA research reveals that more than half of gift card recipients over the past three years have been introduced to a new brand or organisation in the process. And around 29% of gift card givers were motivated by it helping to support a small business.

Scottish Business News – Local gift cards statistics



Title: Scottish Business News

Date: 22nd December 2022

Link: <https://scottishbusinessnews.net/scottish-businesses-share-a-300k-gift-of-local-with-staff/>



Scottish businesses share a £300k gift of local with staff

22nd December 2022

MORE THAN £300,000-worth Scotland Loves Local Gift Cards have been given as staff rewards by Scottish companies this year – many of them just in time for Christmas.

And it is hoped the spending will unlock an even greater boost for local economies across the country as recipients are urged to spend more time and money in their area.

Scotland Loves Local Gift Cards are available for each of the country's 32 local authority regions and can only be spent in the areas in which they are branded – keeping money local for longer.

They are an extension of the Scotland Loves Local campaign, the drive led by Scotland's Towns Partnership (STP) for people to think, choose and spend locally to build a stronger future for their community.

The Christmas corporate sales have come from across the country.

STP Chief Officer Phil Prentice said: "We're delighted to see so many businesses across Scotland recognise the value of the gift card.

"By using them as corporate rewards, they are not only recognising colleagues' hard work and success, but showing their support for other businesses locally as staff go out and spend directly with them. Everyone wins.

"We hope this is a way of rewarding staff – and the community – which will grow further in the years ahead.

"For those shared in recent weeks, this spending is a brilliant boost to shops and other services in the final countdown to Christmas and in its aftermath."

A total of 6,520 businesses across the country are registered to accept the Scotland Loves Local Gift Card.

Just over £316,000-worth of corporate orders for Scotland Loves Local Gift Cards have been made this year.

Corporate sales are on top of purchases of cards as presents by members of the public and their use by a number of councils across Scotland to financially support thousands of families through the cost of living crisis.

The National – Local gift cards statistics

THE NATIONAL

Title: The National

Date: 23rd December 2022

Page: 18

Reach: 9,746



Gift cards helping boost local economy

BY GREGOR YOUNG

A SCOTS-BASED gift card business which aims to help retain money in the local economy is becoming an increasingly popular way to reward staff during the festive season.

More than £300,000 worth of Scotland Loves Local Gift Cards have been given as staff rewards by Scottish companies this year – many of them just in time for Christmas.

And it is hoped the spending will unlock an even greater boost for local economies across the country as recipients are urged to spend more time and money in their area.

Scotland Loves Local Gift Cards are available for each of the country's 32 local authority regions and can only be spent in the areas in which they are branded – keeping money local for longer.

They are an extension of the Scotland Loves Local campaign, the drive led by Scotland's Towns Partnership (STP) encouraging people to think, choose and spend locally to build a stronger future for their community.

The Christmas corporate sales have come from across the country.

STP chief officer Phil Prentice said: "We're delighted to see so many businesses across Scotland recognise the value of the gift card.

"By using them as corporate rewards, they are not only recognising colleagues' hard work and success, but showing their support for other businesses locally.

"We hope this is a way of rewarding staff – and the community – which will grow further in the years ahead.

"For those shared in recent weeks, this spending is a brilliant boost to shops and other services in the final countdown to Christmas and in its aftermath."

A total of 6520 businesses across the country are registered to accept the Scotland Loves Local Gift Card. Just over £316,000 worth of

corporate orders for Scotland Loves Local Gift Cards have been made this year.

Research by The Gift Card and Voucher Association suggests that local gift card schemes have a huge multiplier effect, with up to an additional 65% of the card's value being spent as people visit other venues or attractions.

It is free for businesses of any type to register to accept the Scotland Loves Local Gift Card. For more information go to www.lovelocal.scot/giftcard.



The cards encourage people to spend in their area