

PRESS RELEASE

PR Agency One appointed to bolster reputation and reach of UKGCVA

The UK Gift Card and Voucher Association (UKGCVA) has appointed leading retail and B2B PR agency PR Agency One to enhance the reputation of the gift card and voucher industry amongst target audiences and key stakeholders.

As the trade body for gift cards and gift vouchers, the UKGCVA represents the key players in the industry, in a market which has attained double digit growth over the past five years and is estimated to be worth over £6bn per year.

Since the organisation's inception in 1991, its primary role has been to keep members up-to-date with trends within the marketplace, create opportunities for business development and networking, and to drive the overall growth of the Gift Card and Voucher industry in the UK.

PR Agency One has been appointed to support this activity, by taking a proactive approach to reputation management for the industry, highlighting its successes and growth in the UK and creating a voice for the industry as a whole.

The agency's dedicated retail trade team are very familiar with both the gift card and voucher industry, and trade body organisations, having overseen UKGCVA member One4All's communications strategy for over seven years, as well as not-for-profit industry body Prepaid International Forum's (PiF) media relations.

The team at PR Agency One will work alongside the UKGCVA to boost industry reputation and organisation membership, and – as the original performance PR specialists - measure the impact of ongoing communications activity through its unique, in-house evaluation system.

James Crawford, managing director at PR Agency One, said: "Despite the ongoing struggles of the high street and the uncertain future retail landscape, the gift card and voucher industry continues to thrive. We are thrilled to have been brought onboard by the UKGCVA to shine a light on this growing industry and shout about the incredibly innovative work currently going on in the sector to meet the ever-evolving consumer needs."

Gail Cohen, director general for the UKGCVA said: “We are delighted to announce our appointment of PR Agency One. The agency’s track record of work with UKGCVA members and wealth of industry knowledge made partnering with them an easy decision for us.

“PR Agency One will be working with us to highlight key industry topics and trends, as well as helping to raise the profile of our annual industry conference in March, and bi-annual State of the National insight white paper. We’re really looking forward to seeing the impact this result-driven agency can bring to our industry and its members.”

For more information, please visit:

<https://www.pragencyone.co.uk/> and <http://www.ukgcva.co.uk/index.html>

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Notes to editors

For more information, interviews or images, please contact PR Agency One

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About UKGCVA

The UK Gift Card & Voucher Association (www.ukgcva.co.uk) was established as a trade body in 1991 to represent the key players in what is today a £6 billion gift vouchers, cards and stored value solutions market. With over 85 members representing key retailers, issuers and suppliers the UKGCVA 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 vouchers and gift cards within the UK, promoting the industry to consumers, businesses, government and other interested parties.