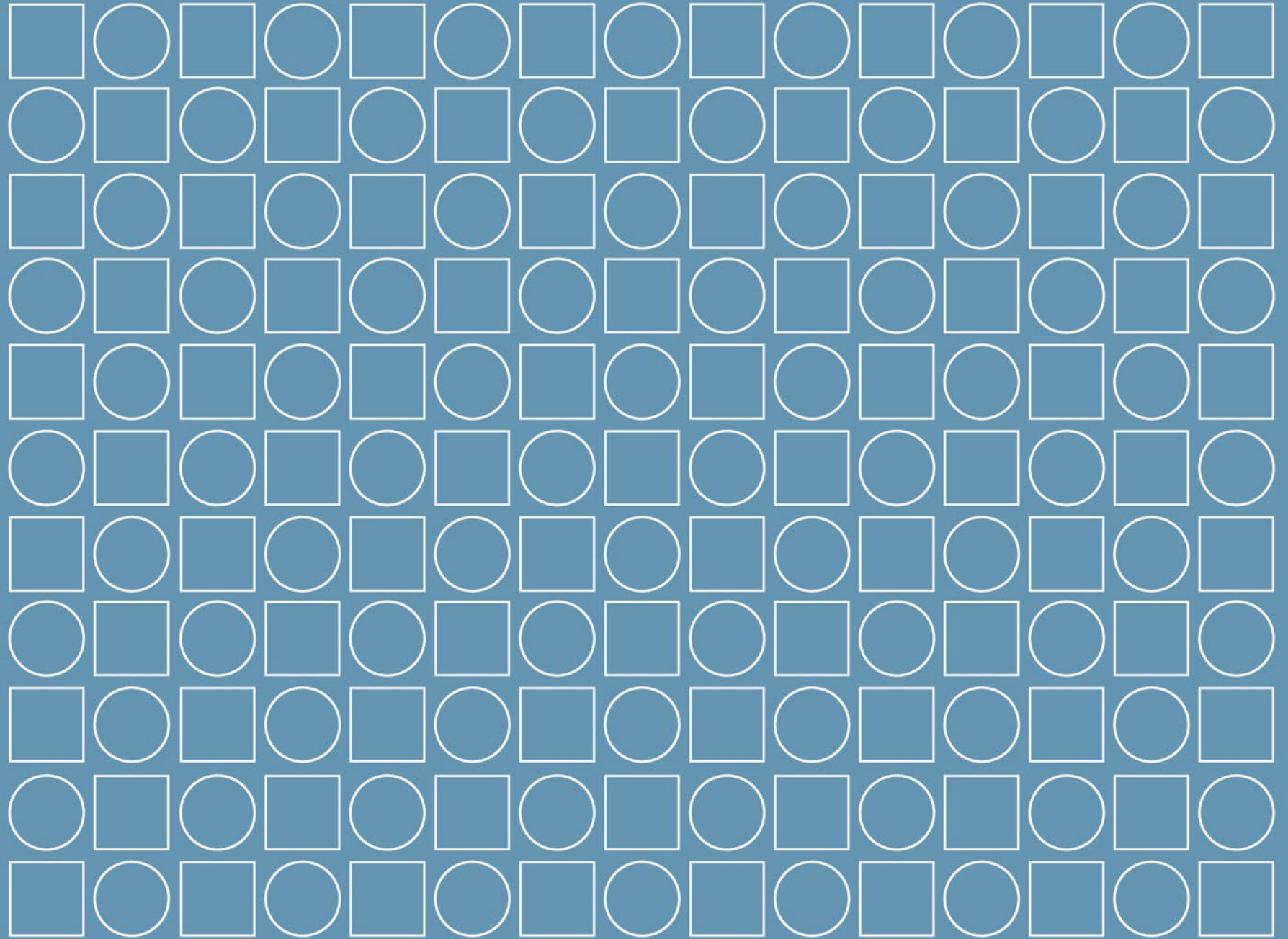


GCVA & PR
Agency One

Press & Media
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GIFTFOCUS

Title: Gift Focus

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Reaping the rewards

A new survey by the GCVA has revealed that reward-based incentives are key to customer loyalty in a cost-of-living crisis, *Gift Focus* discovers more...

Research reveals two in five (40 percent) UK consumers would be more loyal to a retailer that offered modest rewards or incentives, such as a £50 gift card, as people continue to seek ways to reduce the impact of the cost of living crisis.

The survey of more than 1,000 UK adults, commissioned by the Gift Card and Voucher Association (GCVA), found that just under half of households are worse off than they were this time last year, with 12 percent experiencing a significant impact on their personal finances. As a result, people are looking for more ways to earn and save.

Whilst customer rewards and incentives were desired across multiple sectors, a supermarket reward scheme has the

surveyed said a reward card would increase their loyalty to a supermarket, with 17 percent saying it would increase significantly.

However, only 37 percent said a rewards and incentives scheme would ensure loyalty to fashion and beauty retailers, reflecting the fact that over half (53 percent) of consumers are cutting back on non-essential purchases, regardless of incentives to spend.

With high energy bills forcing 70 percent of households to amend spending habits, an incentive offered by a utility company would have the next biggest impact on loyalty. 42 percent of people said a reward, such as a £50 gift card, would increase the chances that they

and Voucher Association (GCVA) said: "In the current environment there's a real opportunity for businesses to utilise gift cards and vouchers to increase loyalty and retention. Whether it be in the form of offering a reward to employees or an incentive to shoppers, our research shows that the gift cards remain a powerful tool when used in this way.

"Food prices are putting the most pressure on budgets, with nearly three quarters (74 percent) of people saying this is having the biggest impact on spending habits. As a result, shoppers are looking for ways to make savings. Brands which can demonstrate that they are offering support to customers in a time of need will stand out from the crowd."

ATTIRE ACCESSORIES

Title: Attire Accessories
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The Sun – gift card industry valuation figures



Title: The Sun

Date: 02.12.23

Link: <https://www.thesun.co.uk/money/24929149/best-worst-gift-cards-this-christmas/>

MUU: 1,210,915

USE IT OR LOSE IT Best and worst gift cards this Christmas from Ikea to JD Sports

You could be on a time limit to use your gift cards by

Dan Jones

Published: 21:00, 2 Dec 2023 | Updated: 22:45, 2 Dec 2023

GIFT cards seem an easy option as a present this Christmas if you have a picky friend or relative – but make sure they spend them quickly.

That's because they can soon become worthless.

More than £7billion will be spent on gift cards this year, according to the Gift Card And Voucher Association.

But one top-selling gift card devalues by 90p a month and many expire after one year.

Others may end up being useless within months if a retailer goes bust, which can often happen in January if the store has had poor sales over the festive period.

Here, Dan Jones looks at how different cards stack up and how to safeguard your cash.



TUESDAY DECEMBER 12 2023

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The ultimate money gifts this Christmas

Cash, cheque, or the chance to win a million: *Lucy Alderson* looks at what you should be giving, and what to avoid

It happens every year. You pick a present from under the tree and unwrap it eagerly, only to discover another pair of socks.

Getting a stinker in your stocking this Christmas is almost guaranteed, but we have some suggestions for how you can avoid giving a duff gift to your nearest or dearest. From vouchers with too many terms and conditions to gift cards that you will never be able to use, here are the presents that deserve a spot on Santa's naughty list – and the ones that are definitely worth giving.

NAUGHTY GIFT CARDS AND VOUCHERS

If you're struggling to think of what to buy for a fussy family member, you might be tempted to get a gift card or a voucher. According to the Gift Card and Voucher Association, a trade body, 80 per cent of adults said they would be buying a gift card as a Christmas present.

It gives someone the freedom to buy whatever they like from their favourite shop, but there are big drawbacks. The biggest is the expiry date – always check the small print and make sure your recipient knows how long they have to pick their present. If it's not spent before this time, the voucher is void and your money has been wasted.

If you buy a card or voucher for a company that then goes bust you are unfortu-

nately not likely to see your money again. That's because you'll be at the back of the queue of a long list of creditors who are owed money from the business.

"You're likely to have a very limited time to use the gift card before you lose the money altogether in this situation," said Laura Suter from the investment platform AJ Bell. "All in all, gift cards are pretty inflexible and not an ideal gift."

It might not feel as festive, but giving money may be a better option because it can be spent anywhere, with no strings attached.

NICE PREMIUM BONDS

You could make your loved ones a millionaire this Christmas with Premium Bonds from National Savings and Investments (NS&I).

They are the UK's favourite savings product, with savers holding more than £121 billion worth of £1 bonds. Instead of earning interest, you are entered into a monthly draw for the chance to win prizes ranging from £25 up to two £1 million jackpots. For January's draw there are expected to be more than 5.77 million prizes. "They're fun and your winnings are tax-free, but there is the chance that you could end up winning nothing," said Sam Richardson from the consumer website Which?.

The odds of any £1 bond winning some sort of prize are 21,000 to one for each draw and the odds of scooping the jackpot is one in 60 billion. The more bonds you have, the greater your chances of

winning a prize. The minimum holding is £25 and the maximum is £50,000.

One plus point of Premium Bonds is that NS&I is backed by the Treasury, which means that your money is completely safe. You can withdraw the cash at any time. To set up an account and buy bonds go to nsandi.com or call 08085 007 007.

NAUGHTY CHEQUES

Old-school gift givers might be tempted to open their chequebook and send their grandchildren some money in the post.

Although it is safer to send a cheque than cash, and you can rewrite it if it gets lost, it comes with a "huge hassle factor", Suter said. Particularly if your recipient is a tech-savvy teenager.

"Many young people today probably don't know what a cheque is, or how to pay it in," Suter said. "While some banks let you pay in a cheque by app, others will make you go in to a branch, which might mean it never gets paid in."

Some 129 million cheques were used last year – 68 per cent fewer than in 2017,

according to UK Finance, a trade body.

If you want to make sure your money is deposited, a bank transfer to your relative may be the easiest option. Or you can give cash if you are seeing them over the festive period, but it's best not to post it.

NICE JUNIOR ISAS

Sure, it's not a pony or a bike, but the chil-

MailOnline

Title: Mail Online

Date: 18.12.23

Page: <https://www.dailymail.co.uk/money/bills/article-12850935/Giving-vouchers-Christmas-Dont-fall-foul-shameless-small-print.html>

Circulation: 25,000,000

Giving vouchers this Christmas? Don't fall foul of shameless small print!

- Gift cards are popular - but can come with annoying spending restrictions
- Some expire after a year and others even charge fees for money left on the card
- We reveal what the top gift branded gift card is on the resale market

By [HELEN CRANE](#) 

UPDATED: 13:33, 18 December 2023



 [View comments](#)

Sales of gift cards are set to rise this Christmas as many opt for a voucher as an easy present that is seen as more thoughtful than cold hard cash.

Britons bought £1.35billion worth of gift cards between January and June this year according to the Gift Card and Voucher Association, up 8.4 per cent on the same period in 2022.

That is set to ramp between July and December due to the festive rush - and post delivery delays could mean more Christmas shoppers opt to pick up a voucher rather than risk ordering a present that might not arrive on time.

But it could also mean even more unwanted or forgotten gift cards left languishing in wallets and kitchen drawers in the year ahead.

This is Money – KPMG H1 2023 figures



Title: This is Money

Date: 18.12.23

Link: <https://www.thisismoney.co.uk/money/bills/article-12850935/Giving-vouchers-Christmas-Dont-fall-foul-shameless-small-print.html>

Circulation: 2,663,005



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