

PRAO

GCVA – PR Summary Report

October - December 2021

Background

The below report is designed to demonstrate PR results achieved for the GCVA over a given time period, meeting the communications objectives to: promote innovation and showcase the solutions gift cards provide to current needs, champion the needs of the sector, protect the sector's reputation and position the GCVA as a gateway for practical advice and support.

Specifically, this report covers Q4 2021 (October – December) to give an indicative view of how PR is positively impacting the GCVA's search visibility and organic traffic since the rebranded site went live.



Inputs and Activities

Between October – December 2021, we produced / used a range of materials to engage target audiences and meet communications objectives:

- **1 campaign:** Xmas 2021 sustainability research
- **5 press releases:** Xmas gifting release | Xmas research – release 1 | GiftBack – release 2 | Conference 2022 announcement press release | Hall of Fame Winners release
- **7 features / comments / press statements:** NerdWallet - Xmas stats | The Times – expiry dates | The Guardian – expiry dates | The Complaining Cow – valuing the industry | Shares Magazine – Valuing the Industry | I News – Expiry dates | Which? Statement

Summary of PR results

Earned outputs

- **Total coverage: 43** (+21 compared with Q3)
- **Print coverage: 8** (+2 compared with Q3)
- **Online coverage: 35** (+17 compared with Q3)
- **Links: 10** (+2 compared with Q3)
- **Coverage highlights:** I News (7,300,000) | MSN Money (15,043,000) | Woman (208,145) | Good Housekeeping UK (17,660,000)

Standout coverage

Good Housekeeping[★]

5 things you need to know about gift cards

From expiry dates to your rights as a consumer.



Since the start of the pandemic, we've seen more than 8700 chain stores close on the high street, in shopping centres and in retail parks, according to research by the [Local Data Company](#). Despite this, gift cards are as popular as ever, with a survey by the [Gift Card & Voucher Association](#) finding that one in four Brits purchased them last December.



Top-selling Christmas toys: How to save on the big-ticket items this festive season

'It's worth looking out for gift card promotions in the run-up to Christmas as lots of retailers will host flash sales'



A tester puts the John Lewis top 10 toys through their paces (John Nguyen/JNVVisuals)

It might still be nine weeks away, but if you live in a household with children, the Christmas lists will have started long ago.

And while the kids might be worrying about whether they've behaved well enough to be on Santa's nice list, parents will be more worried about product shortages and exactly how much all these new toys and gadgets are going to cost.

While the pandemic has changed a lot of our shopping habits, this has apparently been good news for gift cards. According to the GCVA's most recent State of the Nation report, UK shoppers are spending their gift cards as quickly as ever, with 98 per cent spending them within a year and 43 per cent redeeming them within a month of receipt.

But it's easy to forget the odd pound here or there that could be left on a gift card or credit note – these all add up so make sure you keep a note of any outstanding credit and be sure to spend it before it expires.

Standout coverage



Do's and don'ts of gift cards

Molly Greeves, Susanne Norris · 17/12/2021



👍 Like 💬 Comments

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With retail giants like Debenhams and Topshop going bust in [2020](#), you may worry whether gift cards are still a safe choice when it comes to gift giving.

We've put together a guide to buying gifts cards so that your purchase is protected and the recipient can use their gift without any hassle.



THE SCOTSMAN

Scottish local loyalty scheme launches, aiming to give economy major boost

A “groundbreaking” local loyalty scheme has launched, saying it enables shoppers to unlock a multi-million-pound boost for Scotland’s economy and help to fuel the recovery from Covid-19.

STP and Miconex are working with local authorities to launch the regional gift cards, with the first year of costs being met by the Scottish Government as part of its £10 million support for Scotland Loves Local. The 17 existing Town and City Gift Card programmes in Scotland operated by Miconex will remain, with additional promotion for each area.

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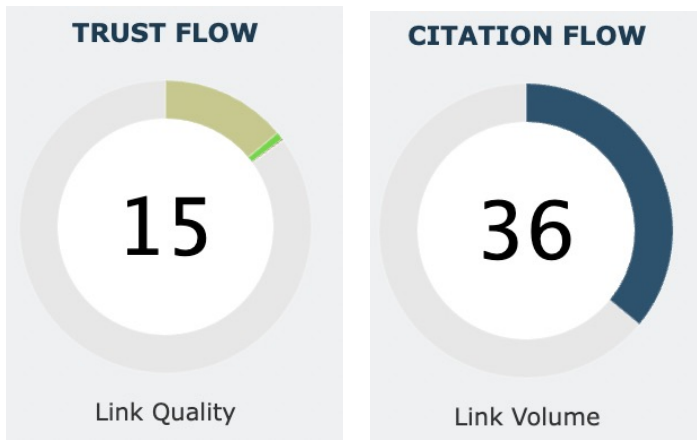
They also cited research by The Gift Card and Voucher Association suggesting that local gift card schemes have a huge multiplier effect, with up to an additional 65 per cent of the card’s value being spent as people visit other shops, hospitality venues or leisure attractions.

Quality of outputs – 2020/21

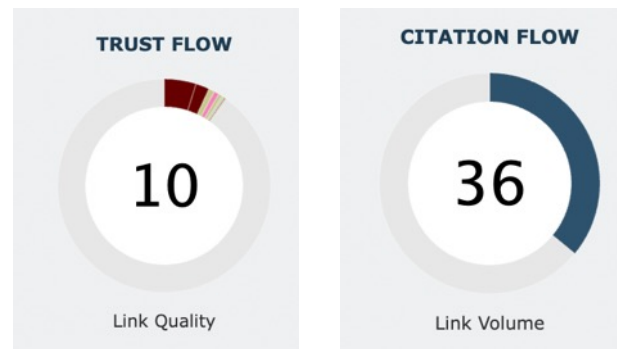
Total reach of PR coverage: **41,594,090**

Average backlink domain authority: **42/100**

Trust and citation scores:



Previous reading:



Total reach of PR coverage remains high over the quarter, reaching over 41 million potential readers during this period. This has largely been driven by an increase in coverage volumes – particularly around the Christmas period.

Average domain authority (how “trusted” the links earned through PR are) is also at a very strong number (30 is considered strong), meaning that PR activity will be having a great positive impact on the GCVA’s search visibility.

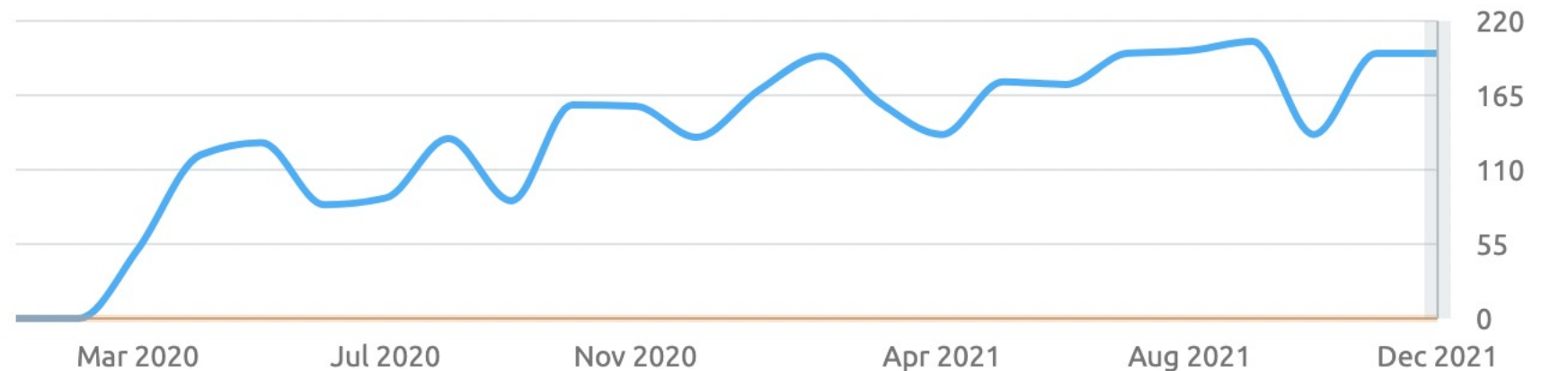
We have also seen trust flow – referring to the quality of links secured - increase significantly over the period. This is a sign that the high-value links driven by PR is working over time.

Out-takes: Organic Search Visibility

Organic Traffic 196/month

☒ Organic Traffic ☒ Paid Traffic

Notes ▾ | 1M 6M 1Y 2Y All time



Organic traffic to the site has risen steadily over the quarter following a dip in early October, and now sits around its highest level since the rebranded GCVA site went live in March 2020.

Out-takes: Keyword Research



The GCVA ranking for organic search terms continues to improve over time, as evidenced by the above graph. Notably, the GCVA still ranks at the top spot on Google brand and non-brand keywords such as “UK Gift Card Association” and “Gift Card Market research”, and also now ranks on the first page of Google for key search terms such as “gift card usage statistics”, due to the continued focus on valuable, research-led PR activity.

Summary / Key Learnings

- Coverage and link levels have increased compared with the previous period due to a significant volume of coverage appearing over the Christmas period which is having a positive impact on the GCVA's SEO overall, as evidenced by a significant jump in Trust Flow.
- The majority of coverage heavily features GCVA research data, demonstrating the significant value having the latest proprietary data to supply to media brings.
- There were fewer statements drafted around negative topics such as expiry dates this year in comparison to previous years – while these articles are still appearing in certain outlets, the reduced volume in favour of positive industry news is encouraging, and a sign that the media narrative is beginning to shift towards the good of gift cards and the industry.

A scenic landscape featuring a winding asphalt road that leads from the foreground into the distance. The road is flanked by vibrant green grassy hills. In the far distance, a city skyline is visible, including a prominent tall building. The sky is a deep blue, filled with soft, white clouds. A large, bright white circle is superimposed over the center of the image, partially obscuring the city and the sky. A horizontal maroon bar is positioned across the middle of the white circle.

Thank you