

PRAO

**GCVA – PR
Results Report**

October – December 2023

Background

This report is designed to demonstrate PR results achieved for the GCVA over a given time period, meeting the agreed communication objectives:

- Promote innovation and showcase the solutions gift cards provide to current needs
- Champion the needs of the sector
- Protect the sector's reputation
- Position the GCVA as a gateway for practical advice and support



Specifically, this report covers Q4 of 2023 to give an indicative view of how PR has positively impacted the GCVA's search visibility and organic traffic during this period.

Inputs and Activities

Between October – December 2023, we produced/used a range of materials to engage target audiences and meet communications objectives:

- **2 press releases:** Cost of living Christmas release, cost of living retail release
- **1 feature:** Top tips for gifting and spending a gift card
- **7 comments** in response to media enquiries
- **1 campaign:** Loyalty research
- **1 FAQs** document
- Copy for PR page on GCVA website

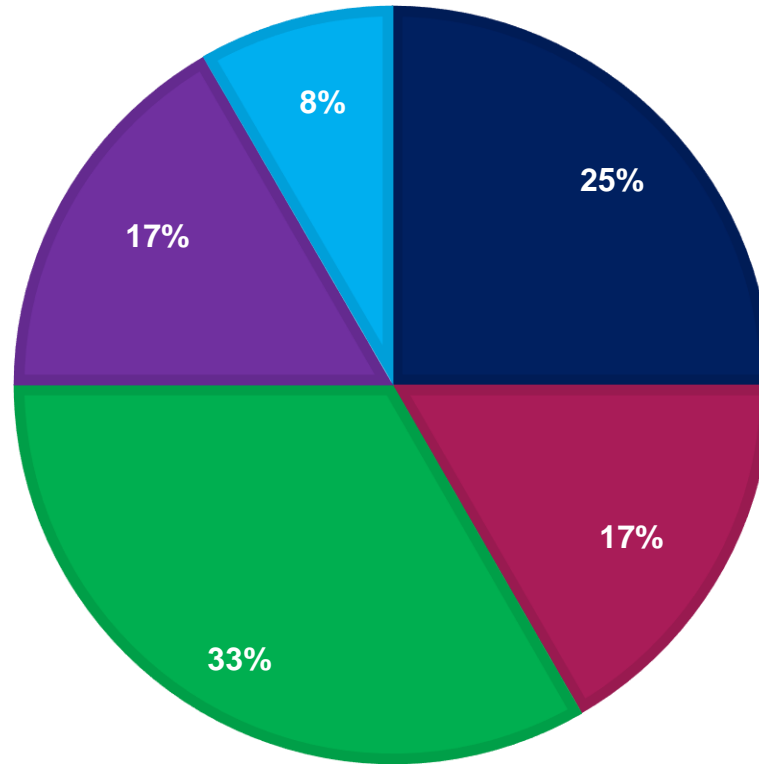
Total results

In Q4 of 2023, PR has achieved the following earned outputs:

- **Total coverage:** 12
- **Links:** 2 | **Average DA:** 53
- **Total reach:** 2,776,714
- **Coverage highlights:** The Retail Bulletin, Customer Experience Magazine, Retail Times

Breakdown of coverage by sector

■ Retail ■ Regional ■ National ■ Fashion ■ Customer experience





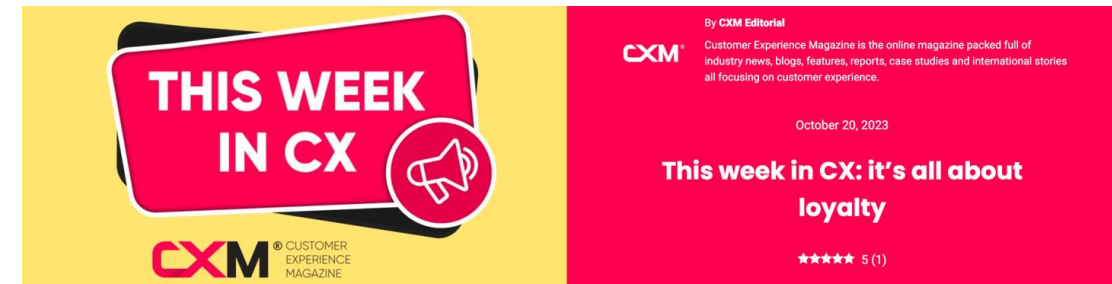
Consumers turn to gift cards as budgets cut ahead of another cost of living Christmas

7 November, 2023 | by Natalie Fresen

With the countdown to Christmas underway, new research from the **Gift Card and Voucher Association (GCVA)** reveals that shoppers plan to rein in gifting budgets amidst the ongoing strain on household finances.

Nearly half (44%) of UK adults are reducing budgets for gift buying as part of plans to scale back spending. Just under half of UK households reported being worse off than this time last year, with 12% experiencing a 'significant' worsening of their personal finances.

MUU: 15,000 DA: 50



Reward-based incentives key to customer loyalty in a cost of living crisis

A 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. 12% are 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 most impact on loyalty, highlighting the impact of rising food prices on household budgets.** 54% of those surveyed said a reward card would increase their loyalty to a supermarket, with 17% saying it would increase significantly.

However, only 37% said a rewards and incentives scheme would ensure loyalty to fashion and beauty retailers. This reflects that over half (53%) of consumers are cutting back on non-essential purchases, regardless of incentives to spend. With high energy bills forcing 70% of households to amend spending habits, an incentive offered by a utility company would have the next biggest impact on loyalty. 42% of people said a reward, such as a £50 gift card, would increase the chances that they would stay with a provider.

MUU: 28,000

Standout coverage



Fashion still top of gift lists, but some consumers rein in spending this season

Fashion may have struggled in 2023, but it remains a key gifting category for the festive season, although shoppers plan to rein in gifting budgets this year. Those are the conclusions from two studies released this week about the year's key gifting season.

Meanwhile, although the above figures show overall spending on Christmas not changing radically, new research from the Gift Card and Voucher Association (GCVA) shows a different picture. It reveals that shoppers plan to rein in gifting budgets specifically amid the ongoing strain on household finances.

It said 44% of UK adults are reducing budgets for gift buying with just under half of UK households worse off than this time last year and 12% experiencing a 'significant' worsening of their personal finances.

To keep Christmas spending in check, some consumers are making the switch from physical gifts to gift cards. Some 14% of adults intend to increase the amount they spend on gift cards to control present buying budgets and avoid any wasted spending on unwanted gifts.

The appetite for increased purchase of gift cards is highest among Gen Z and Millennial consumers, with 28% of those in the 16-34 age group more likely to give a gift card because of the cost of living crisis.

MUU: 20,000

GIFTFOCUS



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."

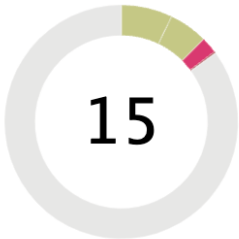
MUU: 7,000

Quality of outputs

Total reach of PR coverage: 2,776,714

Average backlink domain authority: 53

TRUST FLOW



CITATION FLOW



The Trust Flow, which measures the quality of the links to the GCVA website, has declined by one by some fluctuation is expected, particularly with the move to a new website. The quality of links secured over the quarter was high, reflected by the average backlink DA, so continued pursuit of these should help to drive Trust Flow in the right direction.

The Citation Flow, which measures the quantity of links, has increased by 7, which is a significant improvement on the last quarter.

Trust and citation scores (September 2023):

TRUST FLOW

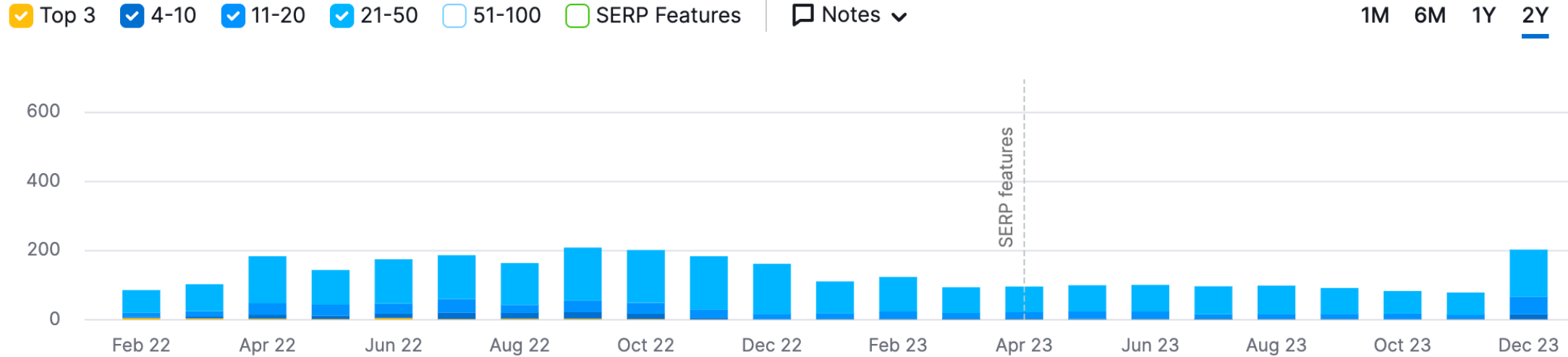


CITATION FLOW



Out-takes: Organic Search Visibility

Organic Keywords Trend



The GCVA ranked for 33% less keywords over Q4 of 2023, compared to the same period in 2022. However, in December, the website was ranking for a record number of keywords (203). These include branded search terms, such as 'GCVA', with the majority of others relating to the members. E.g., 'Toggle gift card' and 'Little Starts gift card'.

Out-takes: Keyword Research

Organic Search Positions 741				
<input type="checkbox"/> Keyword	Intent	Position	SF	T
> <input type="checkbox"/> gcva >>	N	1	5	
> <input type="checkbox"/> variety christmas club login >>	N T	5	3	
> <input type="checkbox"/> www.skiptonrewards.co.uk/gift >>	I	6	1	
> <input type="checkbox"/> variety christmas >>	N	6	7	
> <input type="checkbox"/> express vouchers >>	N	6	6	
> <input type="checkbox"/> voucher express >>	N	6	5	
> <input type="checkbox"/> b4b payments >>	N	7	6	
> <input type="checkbox"/> www.tkmax.co.uk >>	N	7	4	
> <input type="checkbox"/> variety xmas club >>	N	7	7	
> <input type="checkbox"/> variety christmas club >>	N	7	6	
> <input type="checkbox"/> toggle gift card >>	N	8	5	
> <input type="checkbox"/> sodexo rewards hub >>	N	8	2	
> <input type="checkbox"/> tag systems uk >>	N	8	8	
> <input type="checkbox"/> b&q plc >>	N	8	7	
> <input type="checkbox"/> stored value solutions >>	N	8	7	
> <input type="checkbox"/> bq plc >>	N	10	8	
> <input type="checkbox"/> prezzee voucher >>	N	10	7	
> <input type="checkbox"/> prezzee business >>	N T	10	6	
> <input type="checkbox"/> diggecard >>	N	10	7	
> <input type="checkbox"/> sodexo hub reward >>	N	10	4	
> <input type="checkbox"/> little starts gift cards >>	N	10	6	
> <input type="checkbox"/> national book tokens waterstones >>	I T	10	5	
> <input type="checkbox"/> prezze >>	C N	10	6	
> <input type="checkbox"/> sodexo rewards hub login >>	N T	11	3	
> <input type="checkbox"/> theatretokens.com.uk >>	N	11	4	

Here we can see the keywords that GCVA is ranking in the top 10 Google searches for.

GCVA continues to rank in the top position for branded search terms such as gcva.

However, the website is not ranking in the top 20 for many relevant non-branded search terms, such as 'gift card' or 'gift card research'. Predominately, it ranks for member related terms.

As the new website continues to be developed, it would be good to compile a list of keywords that you'd like to rank for, and ensure there is related onsite content, such as blogs, and that these are included in all PR copy.

Summary / Key Learnings

- Whilst there were approval challenges in Q4, we maintained a strong stream of activity, through maximising the Cost of Living research, responding to media enquiries and refining our messaging.
- Although the loyalty research was carried out in Q4, the PR activity from this will take place in Q1 of 2023. These press releases should enable us to build on the previous interest we've seen from the employee benefits media and secure quality coverage in this sector, as well as raise awareness of the value of gift cards as a tool for employee retention and recognition.
- The total reach has increased significantly, in part due to the GCVA research being included in several national articles on gift cards around Christmas. Whilst some of these took a more negative tone, provision of the GCVA stats helped to represent the value of the gift card market and the appreciation that consumers have for them.
- The quality of links secured over the last two quarters has been high and the Citation Flow has increased significantly.
- Finally, the GCVA website is ranking for an increasing number of keywords, but focus should be given to improving rankings for the most relevant non-branded search terms.

A scenic landscape featuring a paved road that curves through rolling green hills. In the distance, a city skyline is visible under a bright sky with scattered white clouds. A large, semi-transparent white circle is centered in the upper half of the image. Overlaid on this circle is a solid red horizontal banner with the text "Thank you" in white, bold, sans-serif font.

Thank you