

Gift Cards & Vouchers

“Are you missing out in this market?”



A few facts...

- The gift voucher, gift card and stored value solutions market is big business in the UK, worth around **£4bn per year**.
- Gift Cards make up 56.7% of the market, **exceeding sales of Gift Vouchers** significantly every year.
- The UK gift voucher market has seen healthy growth - between 5% and 15%, has been reported in the UK market over the past 5 years.
- Research shows that just over 27% of UK businesses employing more than 50 people have purchased some form of multi and double redemption voucher in the last five years. **The estimated turnover from these agency owned voucher products is in excess of £130 million**

Sales of Gift Cards are predominantly made in the following markets:

- Gift Malls
- Closed User Groups
- Voucher Resellers
- Loyalty Schemes
- Multi Retail Gift Vouchers/Cards
- Incentives
- In Store
- Web Site (Own)
- Voluntary Benefit
- Christmas Savings Clubs

➤ *Are you sure your team are maximising all of these?*

➤ *Are you paying too much in discount?*

- We understand that Marketing Directors find it difficult to justify giving commercial discount to their Financial Directors.
 - We understand some retailers seem to be everywhere and others are invisible.
 - *Would it help your company if...*
 - an independent review of Gift Card/Voucher sales and the associated Sales Strategy was undertaken?
 - a proposal on how to improve sales in the near future was produced?
 - a Specialist Agency was able to do the selling for you?
-

1) *Competitor Review* –

- 1) We'll undertake a review to identify where your competitors are in the market and what they are doing with their Gift Cards and Vouchers.
- 2) We'll tell you if they're participating in Multi Retail deals or working with a range of other sales channels eg Voluntary Benefit Agencies to displace yourselves.

2) *Road Map* –

- 1) We will provide you with a proposal outlining new channels for you to approach for incremental sales eg Gift Malls, Loyalty Use, Voucher Web site resellers,
- 2) Prepare a strategy document to explain to your Board 'why and how'.
- 3) And a proposal to do the selling for you!

For a confidential discussion, please ring **01562 824799** and ask for:

Sheridan Chaffey – Director –

- or email sheridan.chaffey@newcd.co.uk

Vickie Seymour-Perry – Business Manager

- or email vickie.seymour-perry@newcd.co.uk

New Channel Developments Ltd, 12 Church Street, Kidderminster, DY10 2AH