

B2C GIFT CARD PROJECT



GIFT CARD

DECATHLON
.co.uk

SPORT FOR ALL | ALL FOR SPORT

Presentation content

1. DECATHLON UK Gift card strategy
2. Online offer
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DECATHLON UK Gift card strategy

Where we will play

Our sports users love and passion for sports and each other

How we will win there

Developing a beautiful omnichannel offer of over 70 Sports Gift cards and E-gift cards



Online Before - After

2 Personalise your Gift Card



2 Personalise your Gift Card



Retail Before - After

A large grid of 100 retail bags is displayed in 10 rows and 10 columns. The bags feature various colors and designs, including different themes and graphics. The grid is presented as a collection of options for businesses.

FROM £5 TO £200
activate at the till

VALID FOR 2 YEARS
in one or more transactions

SPEND IN STORE OR ONLINE
on all products and services

100% DIGITAL
add it in your Decathlon App

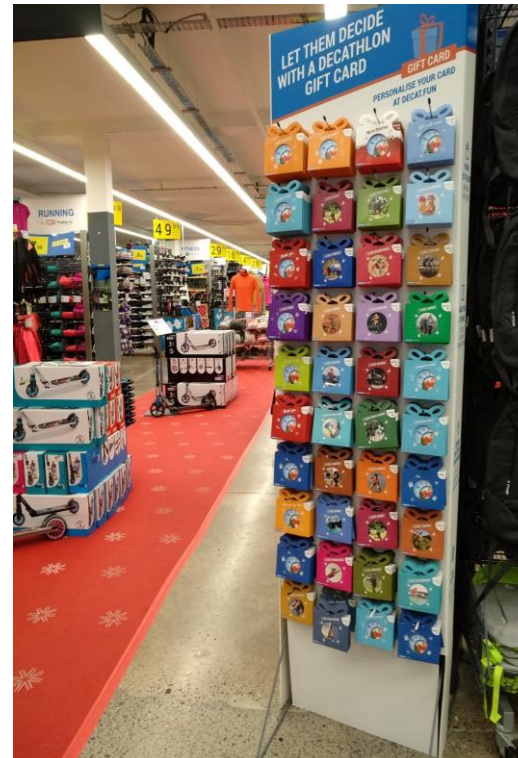
DISCOVER OUR NEW RANGE FOR YOUR BUSINESS

Retail Merchandising

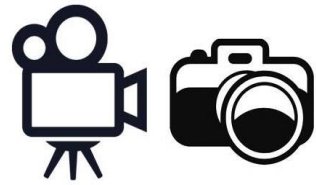
In the SPORTS DEPARTMENT



At the TILL AREA & WAITING LINE



Personalise with video messaging Decatfun



Video in store and for social



Business Model Impact

Retail gift card activations/ TO	
December 2016	December 2017
1.4%	1.8%



Worldwide number one in growth Gift card sales for key Christmas period.

