

2019

Time To

#GiftBetter

#GIFTBETTER

UKGCVA 2019
Trapeze Media



WHY DID UKGCVA LAUNCH #GIFTBETTER?

To promote & position the gift card industry as a positive gifting idea

To positively present Gift Cards amongst consumers, key influencers & the media

To impartially and consistently raise the profile of Gift Cards

To provide another channel and platform for UKGCVA members to reach and engage with customers



HOW DOES #GIFTBETTER ENGAGE?

Building a presence across all major social channels

To encourage consumers to share their experiences, images and comments for a chance to win gift cards

Soft lead-in around Cyber Monday/Black Friday (Nov 2019)

Daily competition, 32 days, from Dec 1st - Jan 1st 2019



CHRISTMAS 2018

43 Prizes awarded

48K entries by Jan 1st (+213% on last year)

5,496 followers

1,568,379 people reached

137,105 engagements

Response rates were much higher than industry averages*

13.93 on FB vs. 0.96% avg.

5.32% on TW vs. 0.046% avg.

54.74% on IG vs. 1.73% avg.



*according to a [benchmark report](#) from Rival IQ

MAKING #GIFTBETTER WORK FOR YOU

React and engage with entries to reach new customers

Argos' Helpers would respond to entries saying 'Good Luck' or even directing them to a product page

Obtain customer insights

Tie in with overarching marketing strategy



 **Gabrijela Stewart** @GabrijelaS72 · 14 Dec 2018
Replying to @GiftBetterUK @Argos_Online
A new lens for my camera

 1 1 1 1

 **Argos Helpers** @ArgosHelpers · 14 Dec 2018
argos.co.uk/search/lense/c... - John R

 1 1 1 1

 **Laura Jeffs** @moonray69 · 13 Dec 2018
Replying to @GiftBetterUK @Argos_Online
I'd love a new iPad #GiftBetter

 1 1 1 1

 **Argos Helpers** @ArgosHelpers · 13 Dec 2018
Hello Laura hope you get the present you want to be left under Christmas tree by Santa.-Hester

 1 2 1 1

 **Laura Jeffs** @moonray69 · 13 Dec 2018
Thank you Hester 😊

 1 1 1 1

 **Argos Helpers** @ArgosHelpers · 13 Dec 2018
Your welcome Laura enjoy the rest of your day.-Hester

 1 2 1 1

 **Karen Brown** @karpet66 · 13 Dec 2018
Replying to @GiftBetterUK @Argos_Online
A new laptop

 1 1 1 1

 **Argos Helpers** @ArgosHelpers · 13 Dec 2018
Hello Karen hope you get laptop under your Christmas left by santa.-Hester

 1 2 1 1

Virgin
EXPERIENCE
DAYS

T.K.maxx

Sainsbury's

Argos

NATIONAL
BOOK
tokens



the
GiftCard
Centre.

H.SAMUEL
THE JEWELLER

One4all
Gift Cards

Thomas Cook

John Lewis

Currys



Incomm

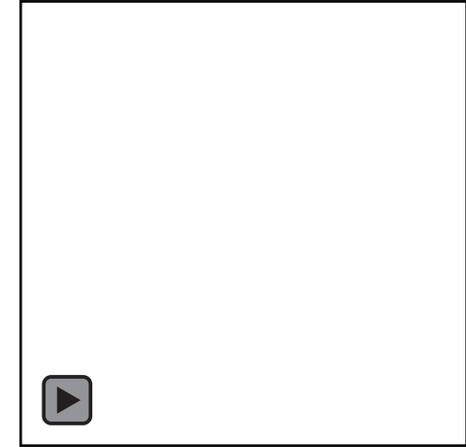
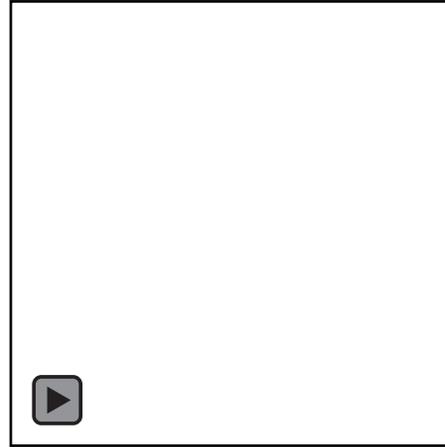
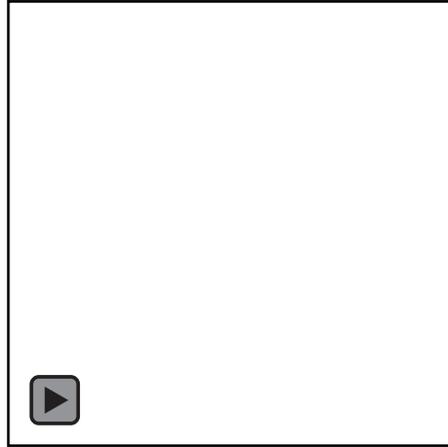
MARKS &
SPENCER

KIDS'
CHOICE

Mitchells
& Butlers

WHO TOOK PART

Voucherline.com
just for you



OUR WONDERFUL FANS



WHAT'S NEXT FOR #GIFTBETTER?

#GiftBetter is now active all year round

Concentrating on one national holiday a month, Mother's Day is coming up next

Recent Valentine's campaign saw on average 1,000 entries per day

#GiftBetter 'takeovers' are available to members

We are looking for members to feature for the rest of the year's holidays

Speak to the UKGCVA team if you're interested in taking part, currently, members only, or doing a 'takeover' available to all.



ANY QUESTIONS?

- ❑ Kitty Newman
- ❑ Trapeze Media
- ❑ Social Media Management
- ❑ @TrapezeMedia

