

Giftng – The Hidden Gem of Loyalty Programmes

Igniting Human Connections Through Remarkable Giftng Moments

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The Emotional Value of Gifting

(And why gift cards?)



Understanding Gifting as Emotional Currency

Emotional Resonance in Gifting – a two way street

Gifting transcends **mere transactions**, fostering **emotional ties** that enhance **customer loyalty**; personalised gifts create **memorable experiences**, encouraging customers to **feel valued** and **appreciated**, ultimately driving **brand affinity** and **advocacy**.



Slido Time





The Shift in Consumer Perception

Emotional Engagement Importance

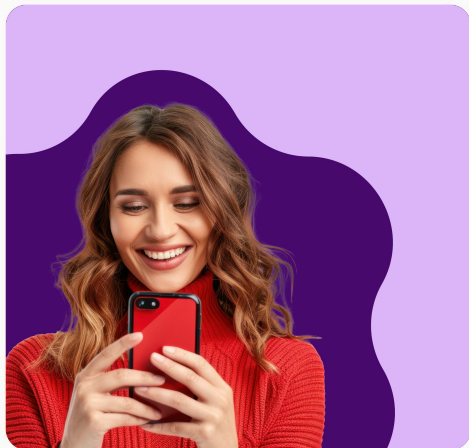
Consumers increasingly prioritise emotional connections with brands, viewing gifting as a means to express appreciation and strengthen loyalty beyond traditional transactions.

Digital Gifting Trends

The rise of digital gifting options, such as eGift cards, enhances convenience and accessibility, allowing brands agility to react to trends across channels quickly and convincingly.

Experiential Consumption Focus

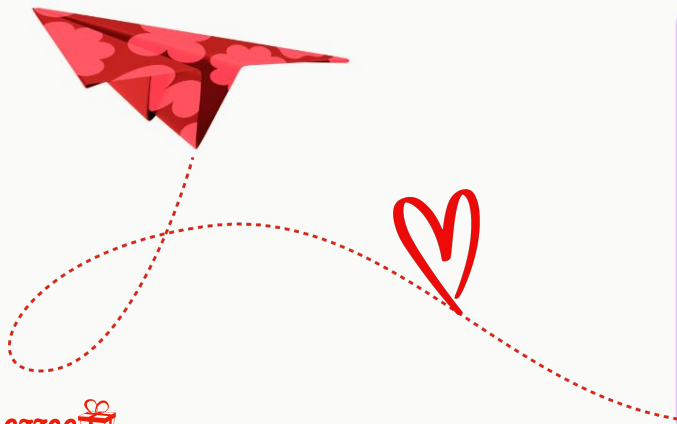
Modern consumers favour brands that offer meaningful experiences through gifting, creating memorable interactions that deepen brand relationships and foster long-term loyalty.



Gifting as Relationship Builder

Thoughtful gifting fosters deeper emotional ties between brands and consumers, transforming transactional interactions into meaningful relationships that enhance customer loyalty and brand advocacy.

Building Emotional Connections through Gifting



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Personalisation Enhances Impact

Tailoring gifts to individual preferences not only elevates the gifting experience, but also reinforces the emotional connection, making consumers feel recognised and valued by the brand.



The Value of Gifting Beyond Discounts



Giftgiving as Brand Differentiator

Giftgiving strategies enable brands to **stand out in competitive markets**, showcasing their commitment to customer satisfaction and fostering loyalty through **meaningful, personalised experiences** that resonate deeply.



Emotional Engagement through Giftgiving

By prioritising giftgiving, brands cultivate emotional connections that enhance **customer loyalty**, transforming transactional relationships into lasting bonds that encourage repeat purchases and brand advocacy.



Consumer-Centric Giftgiving Solutions

Implementing data-driven giftgiving approaches allows brands to tailor experiences to individual preferences, **increasing engagement and satisfaction** while reinforcing the brand's relevance in consumers' lives.

Integrating Gifting into Loyalty Programmes

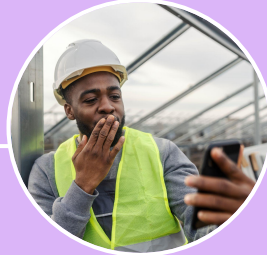


Enhancing Consumer Control and Value



Empowerment through Diverse Choices

Offering a variety of gifting options enhances **consumer autonomy** allowing **personalised** selections that align with **individual preferences** and maximising perceived value.



Personalisation Drives Loyalty

Tailored gifting experiences foster **emotional connections**, increasing **customer satisfaction** and **loyalty** by making consumers feel **recognised** and **valued** by the brand.



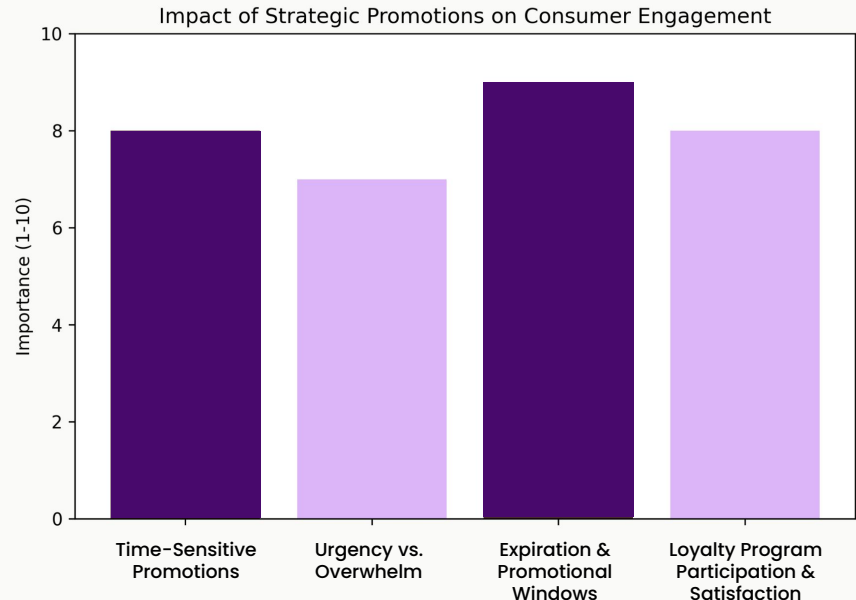
Seamless Redemption Experience

Simplifying the **redemption process** for gifts and rewards enhances **convenience**, **encouraging consumer engagement** and reinforcing the **overall value of loyalty programs**.

Navigating Time and Channel Restrictions

Balancing Urgency and Flexibility

Brands must strategically align **time-sensitive promotions** with **consumer preferences**, ensuring that **expiration dates and promotional windows** create urgency without overwhelming customers, thereby enhancing participation and satisfaction in **loyalty programs**.



Strategies for In-store vs. Online Shopping



Tactile Engagement Benefits

In-store shopping allows customers to physically interact with products, enhancing their confidence in gifting choices through sensory evaluation and immediate feedback. A reduction in costs and returns also a consideration.



Digital delivery to meet expectations

Online platforms provide a vast selection and personalised recommendations, catering to busy consumer seeking efficient and tailored gifting solutions.



Integrated Marketing Approaches

In-store still accounts for over 65% of sales, and 75% of us prefer it. However combining in-store and online strategies, such as click-and-collect options, enhances customer experience and maximises engagement across both shopping channels.



Prezzye 
Smart eGift Card

Leveraging Retailer Strategies for Gifting



Targeted Promotions for Engagement

Implementing data-driven targeted promotions enhances customer engagement by offering personalised gifting options that resonate with individual preferences and occasions.



Be Brave

Go off brand to surprise and delight - a meal when you return from holiday, a clothing spree when you buy a washing machine, have fun with it a cross pollinate.



Digital solutions for Efficiency

Utilising digital gifting platforms streamlines the gifting process, reducing operational costs and providing consumers with instant, convenient gifting solutions, only pay for activated gifts

The Future of Gifting in Brand Strategies



Successful Gifting Campaigns



Community-Centric Economic Boost

The Sydney Council's eGift cards initiative not only **supported local businesses** during economic hardships but also **strengthened community ties**, showcasing the **dual benefits of gifting strategies**.



Gen Z Engagement through Gifting

Voxi's summer wardrobe campaign effectively utilised **social media tension and time limitations** to create a **viral gifting experience**, significantly enhancing **brand awareness** and **customer loyalty** among younger demographics.



Surprise Elements Drive Loyalty

M&S's Treat Codes campaign demonstrated that **incorporating unexpected rewards into loyalty programs** can significantly increase **customer engagement** and **satisfaction**, reinforcing the **emotional value of gifting**.

A Comparative Analysis



Emotional Engagement through Gifting


Gifting fosters deeper emotional connections, enhancing brand loyalty by creating memorable experiences that resonate with consumers, encouraging them to advocate for the brand beyond mere transactions.

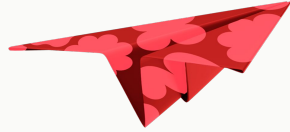
Long-term Value of Gifting

Unlike discounting, which often leads to price-driven behaviour, gifting cultivates lasting relationships, ensuring sustained consumer engagement and loyalty that transcends individual purchases and price sensitivity.





 You've received
a Prezzy!



The Impact of Digital Gift Cards on Brand Loyalty

Enhancing Consumer Engagement

Digital gift cards not only provide convenience but also create opportunities for brands to engage consumers emotionally, fostering loyalty through personalised experiences that resonate with recipients and encourage repeat interactions.

Test and play

It allows you to try new approaches, new partnerships and new behaviours at a fraction of the cost. If it doesn't resonate, it doesn't cost you anything

THANK YOU!

