

Zeek named industry winner and Best UK Creative Marketing Campaign at UK Gift Card and Voucher Association Hall of Fame awards

Annual awards ceremony brings together the biggest industry leaders in gift card sector

London, 6 July 2018 – Zeek, the UK’s biggest gift card marketplace, was recognised as the Overall Industry Winner at UKGCVA Summer event and Hall of Fame awards. The event highlighted the achievements of major brands and industry service providers and their work with gift cards in 2018.

Zeek’s work on providing a platform for consumers to buy and sell gift cards across the country made them stand out in the industry this year, with M&S highly commended by the judges in this category. Zeek also received joint victory alongside One4All, for the much sought after Best UK Creative Marketing Campaign.

Alongside Overall Industry Winner, five other categories were included in the 2018 awards: Best B2B product or service, Best B2C Programme, Best Industry Partnership Initiative 2018, Industry Service Provider of the Year and Industry Retailer/Issuer of the Year.

The winners were as follows:

| Award | Winner | Highly commended |
|---|----------------------|-------------------------|
| Best B2B product or service | Love2Shop | Reward Cloud |
| Best B2C Programme | One4all | M&S |
| Best Industry Partnership Initiative 2018 | PPS and Reward Cloud | Nitecrest and M&S |
| Industry Service Provider of the Year | CPI | PPS |
| Industry Retailer/Issuer of the Year | M&S | One4all |

Returning to the Hall of Fame awards this year was the Most Innovative Technology Product or Service and the member elected Honoured Industry Contributor. The winners were:

| Award | Winner | Highly commended |
|---|-------------------------------------|---|
| Most Innovative Technology Product or Service | PPS & Debenhams | Reward Cloud |
| Honoured Industry Contributor | Eoin Whyte, Sales Director at Savvy | Siobhan Moore, Partner, Global Head, Cards & Payments at Locke Lord |

As part of its ongoing work with the Alzheimer's Society, the UKGCVA also hosted a raffle for its members to donate to the charity, raising £ 927in total. Among the prizes were John Lewis Style & Beauty Experience and a three-course meal for two at Marco Pierre White's London Steakhouse Co. at the The Shard.

The main sponsor for this year’s Hall of Fame awards was Nitecrest, with Sodexo, SVM, Zeek and Blackhawk Network as supporting sponsors.

Gail Cohen, Director General at the UKGCVA says: “These awards are an opportunity for our members to celebrate their successes and campaigns from the past year. The gift card and voucher industry continues to be a vibrant place for innovation and creativity, allowing brands to stand out from the crowd and engage with both consumers and businesses.

“Following from the success of last year’s awards, we wanted to provide more opportunity for our members to showcase and celebrate their achievements **as well as** highlight other important areas of gift card growth such as B2B product offering and innovation. All nominees deserve huge congratulations for their work and we look forward to growing the event for 2019.”

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About the UKGCVA

The UK Gift Card & Voucher Association (www.ukgcva.co.uk) was established as a trade body in 1991 to represent the key players in what is today a £6 billion gift vouchers, cards and stored value solutions market. With over 85 members representing key retailers, issuers and suppliers the UKGCVA provides an information and reference point for the Gift Card & Voucher industry, and is at the forefront of the issues affecting the industry.

Its main objective is to raise the profile and use of vouchers and gift cards within the UK, promoting the industry to consumers, businesses, government and other interested parties.

About the UKGCVA Hall of Fame Awards 2018

Started in 2017, the UKGCVA Hall of Fame Awards is an industry event that brings together some of the largest names in gift cards and vouchers. The awards ceremony recognises the achievements and successes of UKGCVA members, ranging from technological innovation to most successful marketing campaign. Judging panels consist of members & the UKGCVA executive board.