



# TOWN & CITY GIFT CARDS

LOCKING IN MONEY FOR BUSINESS  
COMMUNITIES, INCREASING FOOTFALL  
AND DRIVING LOCAL SPEND

MICONEX

# WELCOME TO YOUR **VERY OWN** GIFTCARD.

Local businesses are the beating heart of every community. From town pubs to local shops, each business plays its part in providing jobs, services and ties that bind a community together.

The act of giving a 'place' gift card is the ultimate endorsement of your town or city. It encourages advocacy, increases participation and shines a light on everything that place has to offer while diverting more local spending into your high street.

Since we started, more than 50 communities across the UK have launched their own Gift Card programme with consistent and award winning results:

- ✓ More than 50% of cards are purchased from outside a community as a gift to a resident.
- ✓ Customers spend on average 65% more than the face value of the card.
- ✓ 15% of redemptions are first-time customers.



Running on the existing Mastercard network, a Town & City Gift Card requires no extra equipment or training for local businesses, just registration with the scheme, which we will help you with. It's as easy for local retailers to get involved as it is for national brands.

This little brochure should answer any other questions you might have but if there's anything you need to know (or if you'd just like to start discussing the design of your own gift card!), please get in touch!

# WHY DO IT?

## ✓ PROVEN SUCCESS

We're operating across more than 50 towns and cities with over 8500 participating local retailers.

## ✓ EASY TO DELIVER

As part of the Mastercard network, it takes minutes for local retailers to sign up and they need no extra equipment or procedures.

## ✓ MEANINGFUL IMPACT

More than 50% of gift cards are purchased with money from outside the area, 15% of redemptions are new customers, and the typical customer spends 65% over and above face value.



# HAPPINESS ALL ROUND!

## HAPPY GIFTER



They give an appreciated gift knowing that the recipient will be able to choose something they really want from their local businesses

## HAPPY RECIPIENT



They get to choose where to spend their gift. Whether it's a meal out, some pampering or a little something special for themselves

## HAPPY BUSINESS



New customers with money to spend. Easy to accept payment via their existing card terminals and no additional fees



# DRIVING LOCAL SPEND WITH DIGITAL GIFTING

Now, as well as a physical gift card, friends, family and employers can instantly send a local gift card to a mobile phone.

Digital, last-minute gifting is massively popular due to the fast-paced world we live in and you can now lock this money in for your business community.

The 'present' is digital.



## 1. PURCHASE & SEND

Gift card is purchased and recipient details are entered.



## 2. RECEIVE

Text or email is received by recipient. Love Local app is downloaded.



## 3. SPEND

Gift Card is added to digital wallet and can be spent at local businesses only.

# 98%

Digital gifting is growing by nearly 100% every year

# 30%

Nearly a third of users say that they already prefer a digital gift



# HOW IT WORKS

## SCOPING

Work with our experienced product management team to scope out the opportunity and project plan for your own gift card program



## CARD DESIGN

Really see your programme come to life with the design and development of your own giftcard brand, card and marketing assets.



## E-COMMERCE PLATFORM SET UP

With our e-commerce platform, our team sets you up with your own branded e-commerce page enabling you to sell across the world



## BUSINESS ONBOARDING

Miconex work with you to help you onboard your businesses from all sectors. It's a simple registration process and free for businesses



## SUCCESSFUL LAUNCH

Get your card off to the best possible start with our pre-order system. We'll also support you with PR outreach, business engagement and social media strategies to create a real buzz in your town.



## ONGOING SUPPORT & PROMOTION

Work with our specialist client success team who report back with updates and support ongoing promotional activity throughout the year



**ACCEPTED & TRUSTED:**

All of our cards are powered by Mastercard, giving your town a usable, accepted and trusted currency solution.



# MULTI CHANNEL GIFT CARD SALES

Once your program is up and running Miconex work with you to help grow your program sales across different channels. We also host monthly webinars where we share best practice and bring in experts.



## 1. ONLINE

Our web platform and fulfillment service is designed to maximise sales, promote your programme's 'shop local' message and make it easy for customers to order your gift card

## 2. LOAD THIS CARD

LOAD THIS CARD



Pre-packed "ready to load" cards, that consumers can pick up in store and then load via our website before giving away as gifts. A great way to extend your sales network.

COLLECTIONPOT

## 3. COLLECTIVE GIVING

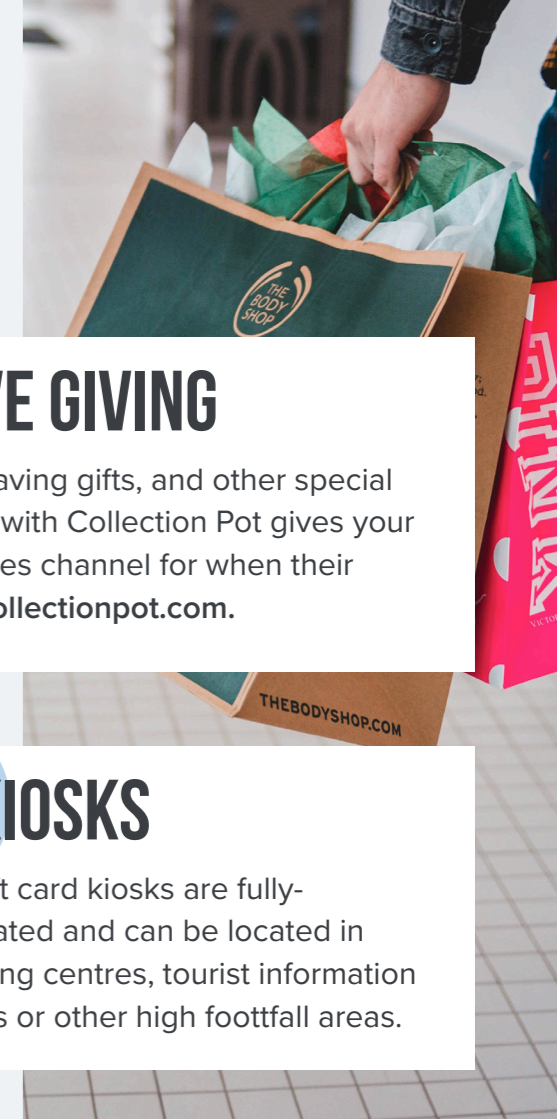
Perfect for birthdays, leaving gifts, and other special events, our partnership with Collection Pot gives your programme an extra sales channel for when their customers redeem at [collectionpot.com](https://collectionpot.com).

## 4. CORPORATE GIFTING

Over 30% of sales are corporate purchases. A Town & City Gift Card is an ideal way for businesses to reward their staff and clients whilst supporting their local high streets. We work with you to deliver corporate sales to support local businesses.

## 5. KIOSKS

Our gift card kiosks are fully-automated and can be located in shopping centres, tourist information centres or other high footfall areas.



# OUR STORY

## (SO FAR)

From our home city of Perth, Scotland where we developed the first gift card program, we have seen demand for this solution grow across the United Kingdom and Ireland. Our clients have done amazing things as we have worked together to develop this program, constantly innovating and learning how to promote the program, create new sales channels and lock in money for local businesses.

100+

Over 100 individual programmes estimated to be under our management by Summer 2021

£2M

Spend generated and secured for our programmes

8500+

Local independent and national businesses on-boarded and supported across our programmes

**IA** Incentive Awards

Awarded best use of pre-paid at the 2020 Incentive Awards

The York Business Improvement District introduced the York Gift Card in association with Town and City Gift Cards in October 2019. As it approaches its first birthday, there are almost 300 businesses in York registered to receive the gift card, making it one of the most successful Town and City Gift Card programmes in the UK.



“

*“The Enniskillen Gift Card has been hugely successful, locking money into our local economy. As well as residents and visitors, businesses from across County Fermanagh will buy the gift card for their staff.”*

Noelle McAloon from Experience Enniskillen

”



# NEXT STEPS

## FASTRACK LAUNCH PACKAGE

### 1. TECHNICAL SET UP



Set up of your unique Mastercard Restricted Access Network on the Town & City Gift Card network.

### 2. GIFT CARD PRODUCTION



Support to develop your gift card brand identity, plus design and print your first 5,000 unique, recyclable gift cards.

### 3. E-COMMERCE SET UP



Set up of your own online gift card shopping page on the Town and City website.

### 4. BUSINESS ONBOARDING



Processes and support to help you onboard businesses with ease. This includes training, materials, dedicated team support and regular webinars communicating the benefits of joining the program.

### 5. PROMOTIONAL LAUNCH SUPPORT



Everything you need to launch your programme, locally and further afield, across all media channels - print, in-store, online, social and press.

## ONGOING SUCCESS PACKAGE

### 1. MASTERCARD LICENSE & SUPPORT



Ongoing use of the MasterCard Gift Card platform. 7 day a week call centre support for card holders and participating merchants.

### 2. E-COMMERCE & FULFILLMENT



Management of card loading, packing and shipping across both online purchases and corporate orders.

### 3. ONGOING SUCCESS MANAGEMENT



We provide marketing assets and host webinars and networking conferences coupled with national PR coverage.

### 4. REPORTING



Access to a suite of reporting enabling you to understand sales performance and where the cards are being redeemed.

### 5. ADMIN & CARD PROCESSING



Management of all programme admin, card processing and load fees is included to ensure you can focus on supporting your businesses.



TOWN & CITY GIFT CARDS PART OF THE MICONEX FAMILY

# MICONEX

Miconex was founded in 2010 and works with towns and cities across the world, helping to support successful local economies.

## MI REWARDS

Simple, effective loyalty programmes that deliver real results for towns and cities.

## TOWN & CITY GIFT CARDS



Gifting solutions designed to lock in spend for local businesses and communities.

For more information call: 01738 444 376 | email: [hello@mi-cnx.com](mailto:hello@mi-cnx.com) | visit: [mi-cnx.com](http://mi-cnx.com)