

HOW ABERDEEN BECAME THE NO.1 LOCAL GIFT CARD IN THE UK

Program Name: Aberdeen Gift Card

Client: Aberdeen Inspired

Launch Date: 26 November 2020



We are delighted the Aberdeen Gift Card has, for the second year running, been named the most successful of its kind in the whole of the UK after bringing in more than £800,000 in sales in 2024. The Aberdeen Gift Card is the perfect present of choice, a major lift for bricks and mortar traders, an ideal way to increase footfall in the city centre, and a growing force for the local economy – which means everyone is a winner.”



Adrian Watson,
CEO, Aberdeen Inspired



Why they launched a program

Aberdeen Inspired were keen to capitalise on the growing opportunity offered by the Gift Card market by introducing a Gift Card for the city. Core objectives for the BID included bringing people into the city centre, and encouraging them to spend time and money with bricks and mortar businesses in the city, The Gift Card supported these objectives, and since launch, has gone from strength to strength thanks to the dedication and continued innovation of Aberdeen Inspired.

Benefits

The Gift Card has enabled people to express their loyalty to city centre businesses with a sustained impact that has continued to build year on year, benefiting a wide variety of businesses in Aberdeen. Continued innovation, such as the introduction of digital, exploration of Gift Card use cases and enhancing availability of the card through local Sales Points has kept the card top of mind.

Who bought Gift Cards?

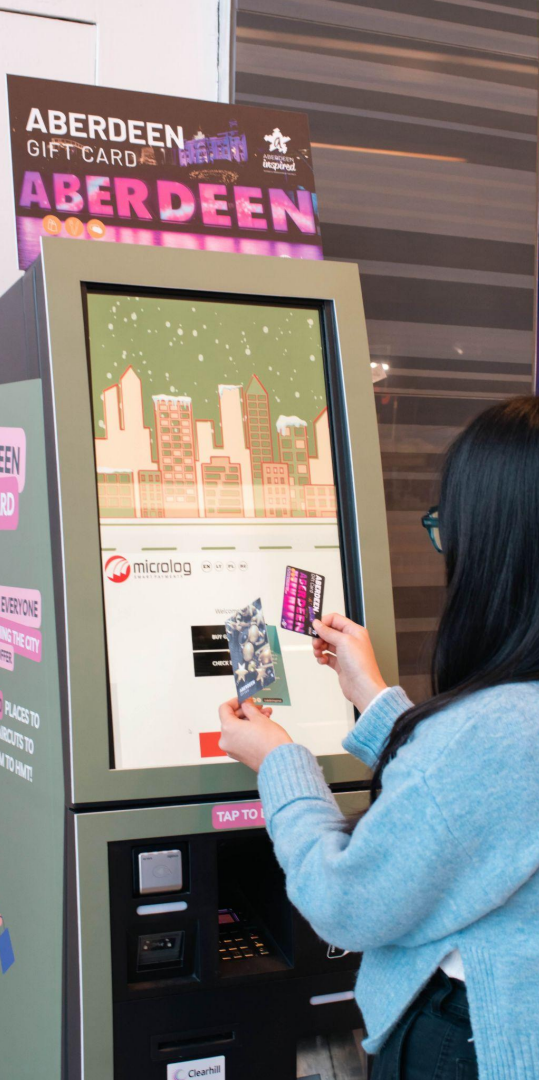


Where were Gift Cards purchased?



What type of Gift Cards were purchased?





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Challenges

In 2023 Aberdeen Inspired worked with Miconex, Aberdeen City Council and STP to meet the challenge of supporting people and businesses in the cost of living crisis, successfully submitting an application to distribute £1.7 million in LACER funding to the most disadvantaged households. This initiative was the catalyst for many other disbursements across Scotland. With over 300 businesses part of the Gift Card, recipients were able to use the card to buy food, clothing, fuel easily, from a wide variety of local businesses in Aberdeen.

Opportunities

Aberdeen Inspired saw the corporate market as a huge opportunity, investing time in building the proposition to suit a corporate audience with many high-profile organisations switching to the card for employee rewards. Aberdeen Inspired consistently markets its Gift Card across all purchase occasions through the year, including participating in Miconex led campaigns including Favourite Local Business 2024 with Aberdeen business Annie Mo's taking the crown. In 2024, Aberdeen Inspired installed a self-service Aberdeen Gift Card kiosk in Union Square, the first of its kind in Scotland. Aberdeen Gift Cards can also be purchased from two other shopping centres in Aberdeen, with around 50% of sales through this in-person channel. This commitment to innovation and driving sales has positioned the Aberdeen Gift Card as the number 1 Town & City Gift Card program in the UK in both 2023 and 2024.

£4m

Local
Spend
Delivered

40%

YoY
Growth

312

Businesses
Benefitting

HOW SUNDERLAND BID DELIVERED £410K LOCAL SPEND

From a mission to drive footfall and spend, we look at how Sunderland BID put accessibility and choice firmly on the agenda, for their Gift Card, collaborating with a local shopping centre, capitalising on the trend for digital and making their card convenient to buy with sales points across the city and Load This Card. [Read more.](#)



HOW ENNISKILLEN ACHIEVED £1 MILLION IN GIFT CARD SALES

The first Town & City Gift Card in Northern Ireland, we find out how this small town of 14,000 people made its Gift Card integral to the community using clever marketing, harnessing local pride and building strong relationships with corporate businesses. [Read more.](#)



HOW CAMBRIDGE DRIVE £100,000 IN GIFT CARD SALES EACH YEAR

Driving footfall and spend was key for Cambridge BID when introducing their Gift Card. Discover how they put customer proposition to the forefront, embraced corporate incentives and collaborated with city non-profits to support those experiencing homelessness. [Read more.](#)



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