

HOW REGINA PUT THE FUN INTO MARKETING THEIR GIFT CARD

Program Name: Regina Downtown Gift Card

Client: Regina Downtown Business Improvement District's (RDBID)

Launch Date: November, 2023

“ Regina is a big city with a small town feel, and shop local is a sentiment we've championed over recent years. Our businesses and city keeps on evolving, and introducing our own Gift Card is the next step so we can celebrate our unique businesses and show that Regina is 'where it's at'.

”



Judith Veresuk
RDBID Executive Director

Why they launched a program

RDBID had previously offered a corporate rebate program which was popular but time consuming. The Regina Downtown Gift Card was a chance for RDBID to introduce a high-tech program with less administration for all involved.

Benefits

A huge benefit seen by RDBID is sales and overspend. Launching in November 2023, they generated \$50,000 of sales pre Christmas with \$15,000 spent downtown, and \$3000 overspend on redemption between January -March 2024. RDBID had positive feedback from Gift Card businesses. Monthly reports demonstrate the value of the program to businesses. The Gift Card is also a useful tool for RDBID to use within events, spreading out the benefit across downtown.

Who bought Gift Cards?



Where were Gift Cards purchased?





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Challenges

To maximize onboarding, RDBID created a two stage visit process. Visit one involved leaving a one-pager of benefits with the business. On visit two, businesses were asked to sign the pre-filled sign up form and their terminal was swiped. New businesses were then given a pack including a window sticker and self-serve information on how to accept the card.

Opportunities

RDBID saw the Gift Card as an opportunity to showcase people enjoying downtown, reflecting their wider marketing approach. They took advantage of additional branding of their sunset logo to create an engaging look for the Gift Card that matched additional collateral pieces such as hoodies and stickers. RDBID created a [launch video](#) showing how and where cards could be spent, bringing the fun into the marketing of the Gift Card. For their Gift Card launch, they hosted a first swipe event and promoted the Gift Card at a Mayor's breakfast event. Organizations who had previously purchased through the corporate rebate program were contacted, with three strong sales secured pre-Christmas. The Gift Card is now part of RDBID's strategic marketing approach with regular campaigns including [Shop Downtown](#), [Holiday Gift Guide](#) and Business Spotlights.

\$95,000

Local
Spend
Delivered

Over 100

Businesses
Benefitting

HOW PETERBOROUGH DELIVERED \$830,000 IN LOCAL SPEND

Keen to move away from their paper program which was time consuming, a security risk and offered average customer experience, we look at how Peterborough DBIA diverted online spend back into their local community, brought more businesses on board, and secured the equivalent of 5 years of paper sales in just one month with their new Gift Card.



HOW SELKIRK BECAME THE TOP SELLING LOCAL GIFT CARD IN CANADA IN 2024

Selkirk Chamber launched their Selkirk Biz Buck\$ Gift Card alongside Miconex in 2022, making facilitating large corporate orders easy. Add in a central Sales Point, consistent business engagement and marketing, and the Selkirk Biz Buck\$ Gift Card was on its way to becoming the top program in Canada in 2024.



HOW PEI USED THEIR GIFT CARD TO DRIVE \$7.6 MILLION TOURISM BOOST

With regular tourism campaigns unable to take place due to the pandemic, we look at how Food Island Partnership introduced their Gift Card to stimulate the economy and lock in local spend, supported by the government. Through clever marketing campaigns, the Canada's Food Island Gift Card continues to grow in success with over \$7.6 million in sales since 2020.



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