

UPGRADING FROM PAPER TO DIGITAL IN WATERFORD

Program Name: Think Waterford First Gift Card

Client: Waterford Chamber

Launch Date: November 2023



“If we want a more vibrant city centre, we simply have to spend our money here in Waterford. The Think Waterford First Gift Card ensures money is spent locally with over €350,000 in sales in 2024. As the Think Waterford First Gift Card is a prepaid Mastercard, businesses get paid quickly and receive payments to their bank accounts as per standard card payment transactions.”



Gerald Hurley
CEO, Waterford Chamber

Why they launched a program

The Waterford Gift Voucher was introduced 11 years ago to support their shop local campaign. The paper based vouchers had been well supported as gifts, rewards and incentives, but they had their restrictions and became outdated. The new Gift Card is easier for businesses and customers to use.

Benefits

The Think Waterford Gift Card is both business and consumer friendly. Simply swipe and go, it enables customers to spend their card balance across multiple stores. Businesses no longer have the administration of managing paper vouchers and payments are received directly to their bank accounts without the need to redeem paper vouchers or give out change. It also helps to build on the shop local consciousness that exists in Waterford and supports the ambitions for the city.

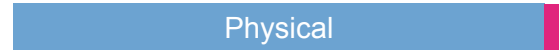
Who bought Gift Cards?



Where were Gift Cards purchased?



What type of Gift Cards were purchased?



Think
Waterford
First

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Challenges

For Waterford Chamber, their challenge lay in setting the foundations for a smooth transition from paper to digital. Working alongside Miconex, Waterford Chamber were able to communicate the benefits of the new Gift Card program to existing businesses, taking them through the process of signing up to accept the new card, and registering new businesses including a partnership with City Square Shopping Centre.

Opportunities

Waterford Chamber launched their new Gift Card in November 2023 to capitalise on the key Christmas trading period and attempt to reverse some of the €600 million retail leakage from Waterford. Reduced administration for their new digital Gift Card meant that the Chamber were able to put renewed focus on marketing the Gift Card to organisations as rewards, taking advantage of the Small Benefit Exemption of €1,000 (increased to €1,500 in January 2025), and securing €350,000 of Gift Card sales in a short space of time..

€354K

Local
Spend
Delivered

€148.93

Average card
load value
2024

141

Businesses
Benefitting

HOW LETTERKENNY ACHIEVED €7 MILLION IN SALES IN 2024

In 2024, Letterkenny upgraded their successful ShopLK Gift Card to a high-tech Gift Card with Miconex. We look at how the upgrade reduced friction for participating merchants, enhancing accessibility and convenience for a range of customers, and helping the program achieve over €7 million in sales in 2024. [Read more.](#)



WHY COUNTY WEXFORD UPGRADED FROM PAPER TO A HIGH-TECH GIFT CARD

Following strong demand for a physical and digital Gift Card, County Wexford Chamber tell us how they successfully upgraded to the County Wexford Chamber Shop Local Gift Card with Miconex, successfully communicating the benefits and securing €588,000 of sales between November and December 2024. [Read more.](#)



HOW SLIGO BID'S GIFT CARD GENERATED €1 MILLION IN SALES IN 2024

With national Gift Cards carrying a large commission for businesses to accept, we discover how Sligo BID introduced their commission free, friction free, easy to use Love Sligo Gift Card for their town. Described as a game-changer for local businesses, the Sligo Gift Card achieved €1 million in sales in 2024. [Read more.](#)



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