



GIFT VOUCHER SHOP One4all® SMART PLANNER WINS MARKETING INNOVATION AWARD

Press Release
8th April 2009



Gift Voucher Shop has won the prestigious “Marketing Innovation Award” at the All Ireland Marketing Awards for One4all Smart Planner – an innovative corporate scheme designed to manage employee Christmas finance.

The team at Gift Voucher Shop showed a clear understanding of difficulties facing corporate Ireland by developing a product which enables companies to offer their staff a genuine incentive. The ease at which One4all Smart Planner can be set up combined with the safe and secure nature of the product have been strong selling points. The added benefits of Prize Bond numbers and the One4all Privilege Club demonstrated focus and clarity in creating

a meaningful product with relevant financial rewards. Gift Voucher Shop applied a heavyweight marketing and PR campaign including endorsement from Minister for Finance, Brian Lenihan TD. While PR educated the media on the positives (€20 Million to be injected into the Irish Retail sector thanks to One4all Smart Planner) as well as the negatives (the real cost of Christmas debt) to ensure blanket coverage. Gift Voucher Shop Marketing Manager, Aoife Davey says: “If recession is the mother of invention then Smart Planner is a textbook example of an Irish company innovating to meet the rapidly changing economic climate. We are thrilled to have achieved this award and it is testimony to the quality of our work and the effectiveness of the campaign we developed.”

About One4all Smart Planner

One4all Smart Planner is a unique form of personal finance that will steer consumers away from Christmas debt and provide retailers with an estimated €20 million injection of seasonal spending.

The One4all Smart Planner is an online scheme aimed at companies whereby employees simply agree to put aside a specific amount each week or month. For every €25 put aside with the Smart Planner, the investor receives a Prize Bond number for the remainder of the calendar year. Contributions are made via payroll and all accounts are unlocked on 30th November 2009, or by special request. Funds can be accessed in the form of One4all Gift Vouchers and Gift Cards.

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Aoife Davey, Marketing Manager and Michael Dawson, CEO of Gift Voucher Shop are both available for print and broadcast interviews and can discuss the winning formula for One4all Smart Planner including:

⌘ **Going the extra mile**

In addition to free planning, production and fulfillment for their clients, GVS provide complementary marketing and design services for their corporate customers

⌘ **Relevant benefits**

Gift Voucher Shop provided additional perks – a welcome benefit in these tough economic times. One4all Privilege Club (range of discounts with One4all retailers, from discounts off weekend breaks away, free gifts with certain purchases or percentage discounts at retailers) plus a Prize Bond for every €25 set aside

⌘ **Heavyweight PR campaign**

One4all Smart Planner achieved endorsement from the Minister for Finance, Brian Lenihan TD in February 2009. While a tailored PR campaign educated the media on the positives (€20 million to be injected into the Irish retail sector thanks to One4all Smart Planner) as well as the negatives (the real cost of Christmas debt) to ensure blanket coverage

⌘ **Ensure the product is meaningful and relevant**

Mindful of the difficulties facing corporate Ireland, the Smart Planner was positioned as a HR tool to motivate staff

⌘ **Hard hitting marketing**

Posters and DL leaflets creating maximum awareness and a special website for the service – www.smartplanner.ie ensured the GVS Corporate sales team were able to conduct internet marketing
About Michael Dawson, CEO of GVS

A serial entrepreneur his entire life, Michael had a unique marketing career spanning his role as National Organiser of Ireland's largest political party, Finna Fail in the 80's, being the youngest person ever appointed to the Irish Senate in 1989 to being the person who for thousands recreated the World Cup in the RDS.

During the 1990's, Michael spent six years marketing his own patented lottery products to State lotteries across the US and to lotteries in Canada.

He launched the One4all Gift Voucher Shop in 2002 and since 2006 he has moved his core technology focus from secure paper to electronic card products enabling the business to expand into the savings and loyalty businesses. He leads innovation in the use of the electronic pre-paid platform to drive new product development. Michael was one of the Ernst & Young Entrepreneur finalists in 2007.

Recent Gift Voucher Shop (GVS) milestones

⌘ Following its success in Ireland, GVS launched a service in Malta with Maltapost in November 2004 and with the Royal Mail throughout the UK in 2006.

⌘ GVS was awarded the Business Going International Award at The Ulster Bank Business Achievers Awards in March 2009 in recognition for successfully penetrating the UK and Maltese markets.