

Giftng - Looking to incentivise, promote or say 'thank you'?

We have the perfect solution



How can you use Sainsbury's



Sainsbury's gift vouchers and cards are a great incentive for promotions, customer and staff retention and the perfect way to say 'thank you' to customers and employees. Why? Because they love the massive choice of products on offer at Sainsbury's from food and drink to fashion, beauty, entertainment, electrical and home accessories.



The perfect all round reward, Sainsbury's vouchers and gift cards can be used for:

- Sales promotion
- Customer incentives
- Employee rewards



Order gift vouchers and cards today

0870 0101 351

gift vouchers and cards?

Sales Promotion

Sainsbury's gift vouchers and cards are perfect for giveaways and prizes. As Sainsbury's is a popular and well trusted brand it complements and adds gravitas to any promotion or marketing initiative. The team at Sainsbury's Business Direct have experience working alongside sales promotion and marketing agencies to create well integrated and executed campaigns.

Customer Incentives

It is far more cost effective to retain existing customers, than it is to gain new customers. Reward their loyalty to your brand and encourage repeat business by incentivising and thanking them with Sainsbury's gift vouchers and cards. A loyalty scheme is an effective way of managing customer incentives and the Sainsbury's Business Direct team can help with advice and guidance on setting up an appropriate scheme for your company.

“ Grass Roots buys significant quantities of gift vouchers from various suppliers for inclusion in the many reward and recognition programmes we run on behalf our corporate clients. With their universal appeal and store network, Sainsbury's vouchers are always a popular choice. ”

Ash Arora, Project link

Employee rewards

Sainsbury's gift vouchers and cards are brilliant motivators for your staff, boosting productivity and in turn increasing sales and staff morale. Whether you are looking for an end of year Christmas 'thank you' or long service gift, Sainsbury's gift vouchers and cards show your staff that their efforts have been recognised. If you are interested in setting up your own staff incentive or reward scheme but don't know where to begin, the Sainsbury's Business Direct team are available to offer support and advice on creating a scheme suited to your business.

Getting started...

From initial set-up to marketing material the Sainsbury's Business Direct team will be on hand to help communicate the benefits of Sainsbury's vouchers and gift cards to your customers and employees.

For more information or if you would like to talk to someone about your company's specific needs, call one of the Sainsbury's Business Direct team on 0870 0101 351 or email incentives@sainsburysbusinessdirect.co.uk

Order online

www.sainsburysbusinessdirect.co.uk

Why choose Sainsbury's?

Sainsbury's gift vouchers and cards are ideal for staff incentives, rewards and benefits because they offer so much choice.

1000s of choices in fact, from food, wine, fashion, beauty, homewares, CDs, DVDs and books, electrical and garden products.

**Order gift vouchers
and cards today**
0870 0101 351

www.sainsburysbusinessdirect.co.uk

Turn your house
into a home



Gadgets that press all
the right buttons



Stylish attire from
top to toe



Mouth-watering ways
to indulge



Pampering pleasures
for everybody



It's where great nights in begin



Green is the new
black. Dig in!



Swirl, sip
and savour...



Order gift vouchers
and cards today



How Sainsbury's gift vouchers and cards can benefit your company?

- A perfect promotion partner, offering choice to all recipients
- Encourages repeat business
- Incentivises future purchases
- Promotes brand loyalty
- Helps to retain staff and customers



“ We find the team at Sainsbury's professional to deal with and look forward to continuing to provide our customers with the Sainsbury's gift card. ”

Angela Webster, General Manager, SVM Europe

Order online

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Gift vouchers or cards? Which is right for you?

With Sainsbury's gift vouchers and cards, you'll give your staff and customers the chance to choose their own reward from 1000s of products. We also offer exceptional customer care, competitive discounts and are dedicated to helping you get the results you need.

All Sainsbury's gift vouchers and cards

- Can be redeemed in over 900 stores nationwide
- Are easy and quick to order
- Help you save money with competitive discount rates for bulk orders
- Allow your employees to earn valuable nectar points with every gift voucher or card redeemed instore

Sainsbury's gift cards

- Electronic, credit card size gift cards can be reloaded remotely with any amount of money from £1 to £2000
- Gift cards are convenient and secure. They can be activated either three days after an order is placed or on a future date determined by you when you order

- The Sainsbury's Business Direct team can reload gift cards remotely, which means that staff can be rewarded on numerous occasions, simplifying repeat orders
- Recipients can also reload their own card instore
- Recipients can choose to spend all the money on the card in one transaction or just a small amount
- The card value can be viewed instore
- The cards fit into the recipient's wallet or purse easily
- The cards cannot be torn or easily damaged
- Comes with a free presentation wallet



Sainsbury's gift vouchers

- Available in multiple denominations - £1, £5, £10 and £20 values
- Easy to include in pay packets
- Employees are able to share their reward with family and friends
- Come with a free presentation wallet

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It's simple to order

At Sainsbury's Business Direct we pride ourselves on providing excellent service to all our customers.

How to order:

- **Online** - send us your order now by using our online order form www.sainsburysbusinessdirect.co.uk
- **Download an order form** - you can download an order form at www.sainsburysbusinessdirect.co.uk and send it to Sainsbury's Business Direct, PO Box 138, Annitsford, Cramlington, NE23 7WL
- **Email** - alternatively email us on incentives@sainsburysbusinessdirect.co.uk

Need to know more?

If you would like to discuss your company's specific needs call the Sainsbury's Business Direct team on 0870 0101 351 or visit www.sainsburysbusinessdirect.co.uk

“ On the three occasions that I called the Gift Card Centre, the people that I spoke to were polite, friendly and helpful, as were those who sent me e-mails. All of this contrasts with other large UK companies who have outsourced similar services to offshore call centres. ”

Paula, Eden Red Customer



