

## **ONE4ALL SHORTLISTED FOR THE PAYMENTS AWARDS 2017**

***-One4all has been shortlisted for Best Prepaid Card Solution and Marketing Campaign of the Year -***

THE UK's leading multi-retailer gift card, One4all, has been shortlisted in two categories for the Payments Awards 2017.

The Payments Awards recognises excellence within the card and payment industry, including those companies which have launched or implemented the most outstanding payment solutions, initiatives and projects during the past year.

The UK's leading multi retailer gift card, [The One4all Gift Card](#), has been shortlisted for the Best Prepaid Card Solution. The product has an unmatched sales network of 13,200 outlets through the Post Office channel in Ireland and the UK and over the past 12 months, the One4all Gift Card has expanded the number of stores it is accepted in from 22,000 to over 60,000. Recent additions to the scheme include high street big name brands such as Marks & Spencer, Primark, The Body Shop, Claire's Accessories, All Bar One and Carpetright.

One4all Gift Cards' 2016 'Happy Gifting' Christmas marketing campaign has also been shortlisted for the Marketing Campaign of the Year category.

The campaign successfully increased overall brand awareness for One4all Gift Cards and delivered double-digit year on year growth in both the UK and Irish markets.

The multi-channel marketing campaign comprised of a Christmas television advert, Christmas broadcast day, Pay Per Click advertising and a comprehensive PR campaign targeting key audiences during the crucial Christmas sales period.

Alan Smith, UK Managing Director at One4all Gift Cards said: "Being shortlisted for the Payments Awards this year is a reflection of the dedication and hard work that the team have put in to strengthening the One4all brand during the past year.

“As a business, we are constantly striving to provide One4all customers with the best choice and flexibility when it comes to buying and spending their gift cards. We are continuously developing new designs and expanding our list of retail partners, and in the past 12 months have recruited some huge names to the scheme, including Marks & Spencer, Primark, The Body Shop, The Perfume Shop, Fat Face and F.Hinds.

“The One4all Gift Card is not only enjoyed by our customers as a gifted product but is also the perfect solution for corporate rewards. We work with over 6,000 businesses throughout the UK and Ireland to build employee rewards and incentives schemes.

“We are up against some tough competition in both the Best Prepaid Card Solution and Marketing Campaign of the Year categories and we feel honoured to be recognised as contenders in such a strong line up, especially for the Best Prepaid Card Solution.”

One4all, along with allPay, GPS for Tuxedo, Bottomline Technologies and Nationwide Building Society have all made the shortlist for both categories in the Payments Awards 2017. Entries will now be put to the judging panel who will select the final winners. Winners will be announced Thursday 16th November 2017 at an awards ceremony.

The One4all Gift Card is the market-leading, multi-retailer gift card, popular for the choice it offers customers, and is currently accepted in store and online at over 60,000 stores nationwide.