

WHY INVERNESS TAXIS SWITCHED FROM M&S TO THE INVERNESS GIFT CARD

Organisation: Inverness Taxis
Town & City Gift Card: Inverness City Centre Gift Card

“When you buy Gift Cards from Amazon, that money is leaving the area. Many organisations want to support the community but actually taking the step to do it is a hugely positive thing to do, for your community and for your business too. For your employees and customers, the Inverness Gift Card is so much more fun to spend. They're not sitting at their computer, they are out in the city shopping or having lunch. There are so many positives and we'll 100% be using the cards again

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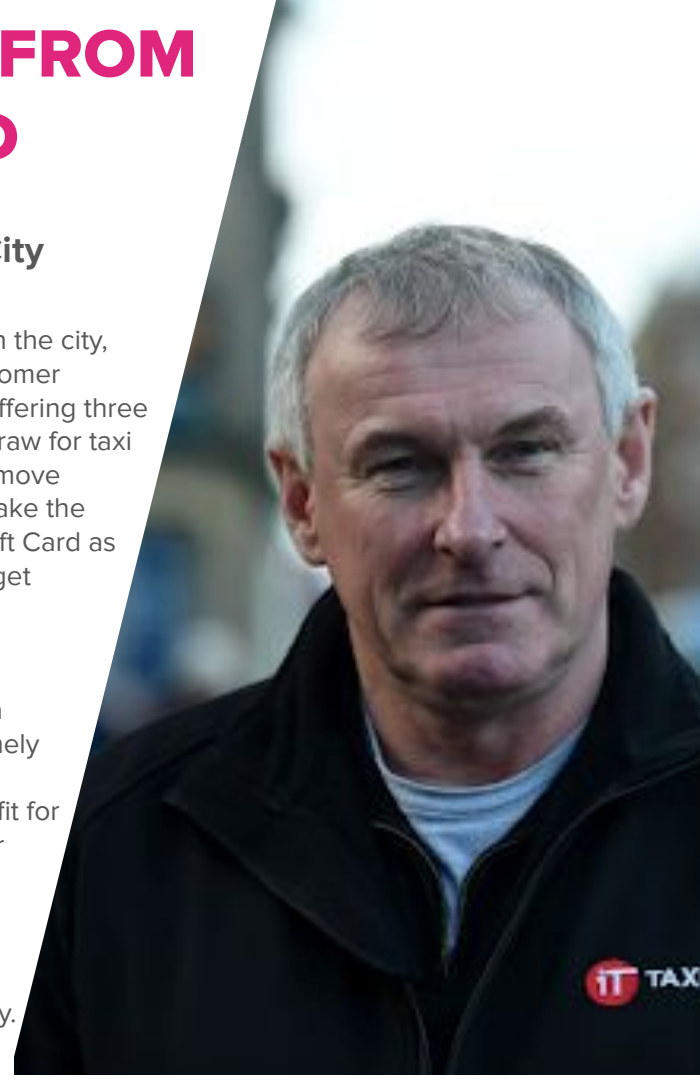
**Gavin Johnston, founder
Inverness Taxis**

Why they chose the Inverness City Centre Gift Card

As a family owned business with 30 years' in the city, Inverness Taxis decided to run a winter customer campaign to encourage visits into the city, offering three weekly £125 prizes through a simple prize draw for taxi passengers. As a local firm, they wanted to move beyond talking about supporting local and take the tangible action of choosing the Inverness Gift Card as prizes, flipping the perception that you can get everything you need on Amazon.

Benefits

The campaign was successful and created a wave of positivity in Inverness. It was extremely popular with customers, with many happy winners across a range of ages. A key benefit for Inverness Taxis was the positive impact their choosing the Inverness Gift Card had on the economy. As a taxi operator, they were also able to raise awareness of the Gift Card, answering customer questions about it, and encouraging usage, for the benefit of the city.





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How else did they use the card?

In the past, Inverness Taxis had offered M&S vouchers for their staff rewards but following the success of their customer promotion, they started using the Inverness City Centre Gift Card for staff rewards too. Staff appreciated the M&S voucher but they were much happier with the Inverness Gift Card. With over 180 businesses accepting the card, they found that there was so much choice for their staff, which was crucial. It ticked the box for every staff member and didn't restrict them to one outlet.

Experience of using the card

Working closely with Inverness BID, Inverness Taxis found buying the cards they needed for their customer incentive to be really easy, with cards delivered as required. Cards can also be ordered online or from the Eastgate Shopping Centre. Using the card was a positive experience for Inverness Taxis and they will be repeating the customer campaign again for winter 2025.

Over 180

Businesses
benefitting

180+

Staff
benefitting

2

Ways of using the
card