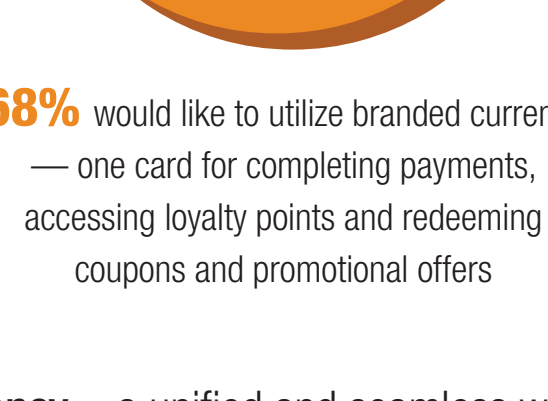
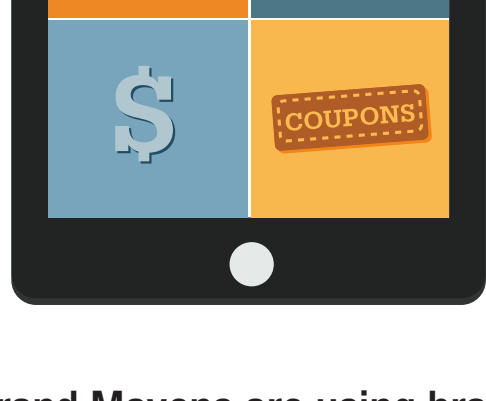


# BRAND MAVENS Cannot Be Ignored!



The future of retail is being driven by the consumer. Today's most influential consumers are Brand Mavens: Consumers who are strongly loyal to brands and highly engaged digitally.



**68%** would like to utilize branded currency — one card for completing payments, accessing loyalty points and redeeming coupons and promotional offers

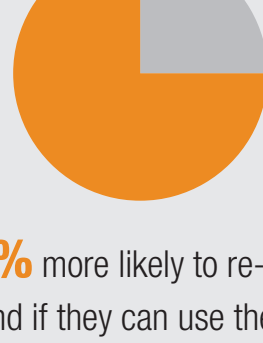
**Brand Mavens are using branded currency**—a unified and seamless way to manage purchasing interactions with brands across channels, devices and geographies, specifically a gift card integrated with payments, loyalty rewards, coupons and promotional offers. This is the foundation of their digital engagement, brand loyalty, and influence. Branded currency makes it easy for them to shop a brand, motivating more frequent purchases and recommendations to friends, family and colleagues.

## Key Attributes of Brand Mavens

### Digitally Engaged:



Most prefer to use digital gift cards for completing payments



**75%** more likely to re-shop a brand if they can use their gift card for payment

Most use mobile technology frequently, specifically mobile wallets and mobile payments



**54%** use retailer specific apps



**48%** use retailer specific apps



### Brand Loyal:



**55%** consider joining a brand's loyalty program



**51%** are interested in tying their gift cards directly to a loyalty account, compared to just 28% of total U.S. consumers who currently are loyal to specific brands

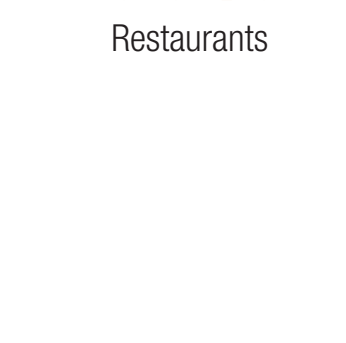
## Brand Mavens Carry Substantial Purchasing Power



## Brand Mavens are Pervasive, Omnichannel, Informed and Social.

**Pervasive:** Brand Mavens have influence across all major retail verticals.

They shop with gift cards most frequently with:



**85%**  
Restaurants



**73%**  
Department/big box

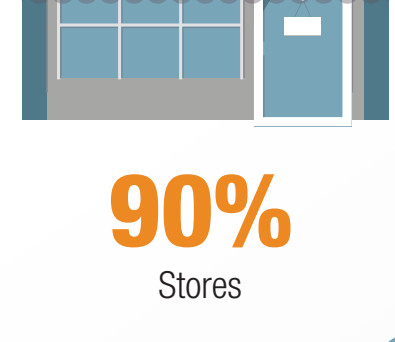


**64%**  
Fashion and apparel retailers

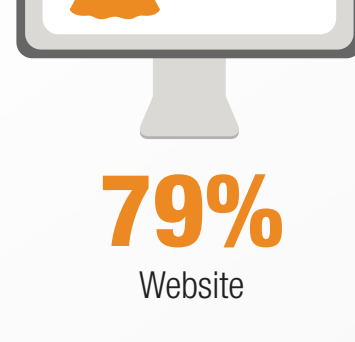
They also frequently shop and influence purchasing decisions with health and beauty, home goods and furnishings and outdoors and sporting goods retailers.

**Omnichannel:** Brand Mavens are cross-channel shoppers.

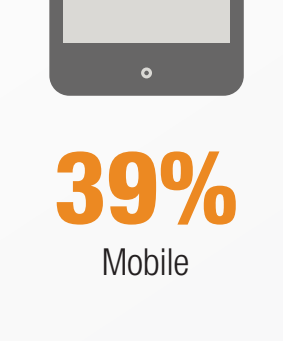
They redeem gift cards in the:



**90%**  
Stores



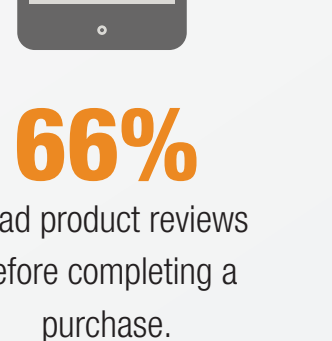
**79%**  
Website



**39%**  
Mobile

**Informed:** Brand Mavens are voracious consumers of information.

They redeem gift cards in the:



**66%**  
Read product reviews before completing a purchase.



**61%**  
Consulting friends, family or co-workers before making a purchase.

**Social:** Brand Mavens are active in social media, enhancing their position as opinion leaders and influencers.



**28%**

More than 28% share feedback about experiences via Twitter, Facebook, Google and other social channels.

## 3 STRATEGIES FOR CAPTURING the Attention of Brand Mavens

Access the complete report for an in-depth look at the research and to glean insight into three strategies for brands to tap the influence and purchasing power of Brand Mavens:

- 1 Embrace Branded Currency
- 2 Know Your Customers
- 3 Foster The Advocacy of Brand Mavens

Access the report at [www.cashstar.com/brandmavens](http://www.cashstar.com/brandmavens)



**cashstar**

Executive Report  
Powerful Shoppers Who Are Transforming Retail  
TouchPoints | cashstar | Texas A&M Logo

Methodology: Together, the Texas A&M University's Center for Retailing Studies at Mays Business School, CashStar, a digital gifting solutions firm for the world's leading brands, and Retail TouchPoints, an online publisher for retail news, have partnered to conduct research to understand the role of gift cards in engineering consumer loyalty towards brands and retailers. Analysis is based on survey data collected from an online panel of 1,327 respondents. The survey was administered by Retail TouchPoints using SurveyMonkey.