Prepaid Financial Services & Nikon Nordic Keep Consumers Clicking With Prepaid Cashback Promotions

Tuesday 23 June, 2015

The Northern Lights are not the only phenomenon lighting up the Nordics as consumers across Denmark, Sweden, Norway and Finland are glowing thanks to the success of Nikon's prepaid cashback promotions.

The Nikon Nordic Prepaid Gift card programme is a multicurrency, multilingual, incentive gift card programme to rewards consumers for Nikon purchases. An open loop prepaid MasterCard® card, the Nikon gift card allows users to redeem rewards wherever MasterCard is accepted.

The range of cashback varies from €50 to €100 (or local currency equivalent) with customers directed to a dedicated promotional page from Nikon Nordic's website, to enter details and receive a prepaid gift card upon validation of their purchase claim.

The Nikon Prepaid Gift card has been developed in conjunction with Prepaid Financial Services, an award winning global prepaid programme manager and Sales-Promotions, a recognised world leader in the promotional management and fulfilment industry.

The card rewards users with cashback for their purchase with an open loop MasterCard branded prepaid card. This ensures that there is flexibility of usage and freedom to pick a gift of choice rather than a pre-chosen incentive. ATM usage is blocked for additional security and to minimise exposure to fraud and abuse.

"The gift card programme helps Nikon Nordic enhance brand awareness and build customer loyalty and has also played a pivotal role in acquiring new customers. Furthermore, it has helped us to streamline rewards and cashback along with the flexibility to reward different consumer behaviours with varied card loads," **said Birgitta Wetterlind, Marketing Manager at Nikon Nordic.**

Noel Moran, CEO and founder at Prepaid Financial Services, commented: "The programme delivers exceptional value to consumers and Nikon. The card enables Nikon to 'swap and change' promotions and use the same card design when required, thereby significantly reducing time to market and enhancing their ability to respond to short term market opportunities. Consumers are rewarded for their Nikon purchases with a cashback incentive delivered via the Nikon gift card which can be claimed via the simple claims and validation process. Nikon benefit from enhanced brand awareness and customer loyalty, all of which is delivered via our award winning end to end prepaid solutions and cutting edge proprietary technology."

The Nikon Nordic prepaid gift card recently won recognition at the Prepaid365 Awards 2015, the UK's dedicated consumer voted prepaid awards, and the programme is a repeatable and quantifiable success with a phenomenal €500,000 in cashback spend on the cards in the first 5 months since launch.

Pat Macken, Managing Director of Sales-Promotions commented on the success of the Nikon prepaid card and the recent award win; "We are delighted to have been awarded the 'Best Gifting Prepaid Card' title for the Nikon Nordic Prepaid Card Programme. The fact that it is determined by consumer votes makes it all the more meaningful, as it demonstrates the real value of our proposition. At Sales-Promotions, we constantly strive to surpass our clients' expectations and deliver the highest quality of service attainable. Our goal for the Nikon campaign was to deliver an attractive, user-friendly and effective payment method for rewarding Nikon consumers for their loyalty to the brand. The Prepaid365 Award is a testament to our success in achieving this goal."

PFS is regulated by the Financial Conduct Authority (FCA) and operates as an Acquirer, Issuer, BIN Sponsor, Technology Integrator and Programme Manager which makes PFS unique in the prepaid and emerging payments space. PFS was also listed as the 16th fastest growing company in the UK for 2014 by the Sunday Times Tech Track 100, with exceptional growth of 80% in revenues in the twelve month period to December 2014.

For further information regarding award winning prepaid programmes, please contact Prepaid Financial Services on +44 (0)207 125 0321

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Note for Editors

Prepaid Financial Services Limited

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PFS manage multiple programmes' processing millions of transactions every week and our products are utilised by Governments, Local Authorities, blue chip corporations, SME's and individual consumers taking advantage of our cutting edge, secure technology.

Since launching in 2008, PFS has rapidly established itself as a trusted, dependable and credible prepaid provider to a range of clients across the globe.

For further information regarding Prepaid Financial Services and how prepaid solutions can benefit your organization, contact +44 (0)207 125 0321 or sales@prepaidfinancialservices.com

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