



## Patriotic Inspired Gift Cards Untap Opportunity

Increase gift card sales by adding a variety of patriotic themed cards to your current offering. Patriotic inspired cards can evoke unplanned, add-on purchases and enhance the gifting experience for consumers, while making it profitable for retailers and other merchants.

### Cause to Celebrate

Patriotic holidays create occasion to celebrate, and with gift card's recognition as the *most requested holiday gift*, patriotic gift cards make the perfect gift of celebration. When you prominently advertise and display patriotic gift cards they can prompt a, *now that's a good idea*, spontaneous buying moment.

Patriotic cards are ideal to commemorate –

- President's Birthdays
- Independence Day
- Labor Day
- Memorial Day
- Patriot's Day
- Veterans Day
- Flag Day
- Election Day

And with a complete calendar of *Everyday Americana Celebrations* like National Hot Dog, National Apple Pie and Baseball Opening Day, the opportunities for buying and receiving patriotic inspired cards are plentiful.

### Reason to Recognize

Beyond patriotic holidays, patriotic inspired cards also connect well with various audiences, making the gift experience special, personal and thoughtful. When patriotic inspired cards are effectively marketed, a, *this is perfect for \_\_\_\_\_*, impulsive purchase can be driven by desire to show appreciation and acknowledge -

- Active and Past Military
- Citizenship and Civic Awards
- Scouting Events and Accomplishments

And retail *data indicates patriotic themed purchases are increasing* across a broad audience.

To find out more about how PLI can help you create patriotic inspired and other new gifting moments that are notable, shareable and profitable, please contact us today.

**1-800-752-1017 • [www.plicards.com](http://www.plicards.com)**



Patriotic inspired gift cards get noticed and purchased when you add enhancements that add to the gifting experience. Rely on PLI to help make cards memorable and photo-worthy shareable with -

- Shiny foil and glitter graphics
- Unique shapes and textures
- Holographic-like action images
- Choice of designs that appeal to various audiences
- Write-in area to customize for everyday celebrations and personal accomplishments

**PLI**  
Card Marketing Solutions



A recent retail survey reported, of the 219 million Americans celebrating Independence Day, nearly 28% planned a patriotic themed purchase for Independence Day, while another 34% were unsure. The right gift card design, backed by an effective marketing program, could help move the needle.

2017 NRF Independence Day spending Survey, conducted by Prosper Insights & Analytics

