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CHRISTMAS GIFTING GUIDE 2026

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CHRISTMAS

Christmas is a time of joy and celebration, making it one of the most rewarding seasons of the year. It's the perfect opportunity to recognise and reward the people who matter most to your business – whether that's loyal **customers**, high-value **clients**, **employees**, channel **partners**, **distributors** or **prospects**.

From customer acquisition and loyalty campaigns to employee reward and recognition programmes, Prizeshark helps brands create memorable experiences.

Our team is here to help you deliver the magic of Christmas. Look through some of the products, experiences and reward solutions we expect to be most popular this festive season.

This presentation showcases our top Christmas rewards & solutions:

- **Lifestyle Rewards**
- **Wine & Hampers**
- **Gift Cards & E-Codes**
- **Experiential Rewards**
- **Brand Activation Rewards**



WHY BRANDS CHOOSE PRIZESHARK



No management fees



No minimum order quantities



Face value vouchers & RRP on products



End-to-end campaign management



Winner management and customer support



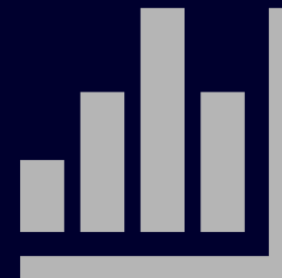
Integrated technology, data and reporting



Fast campaign launch



Dedicated account management



Flexible commercial models



UK, European and global delivery capabilities

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OUR REWARDS

LIFESTYLE REWARDS

We partner with some of the world's top brands to offer an exceptional selection of rewards this Christmas. We have access to brands that offer some great items for any audience. Our Lifestyle reward categories are Home & Kitchen, Electronics, Health & Beauty and Sports & Fitness. A glimpse into some of our incredible brands...



HOME & GARDEN

For a Christmas gift that brings festive cheer, home and lifestyle rewards offer the perfect blend of practicality, comfort and indulgence.

- Imagine starting Christmas morning with barista-quality coffee from a Sage Barista machine, preparing festive feasts with a Ninja Air Fryer, or creating homemade treats with a Ninja Creami. Smart home favourites such as robot vacuum cleaners help take the stress out of holiday hosting, leaving more time to enjoy the celebrations with family and friends.
- For those cosy winter evenings, luxury gifts such as The White Company diffusers and Jo Malone candles help create a warm and inviting atmosphere, filling homes with festive scents and seasonal comfort. Looking beyond Christmas Day, Lazy Spa hot tubs offer the perfect place to relax and unwind during the winter break, while premium YETI mugs keep hot chocolates, mulled drinks and morning coffees warmer for longer.

Whether it's creating memorable moments with loved ones, enhancing the home for the festive season, or simply adding a little everyday luxury, these gifts deliver the magic of Christmas while offering lasting enjoyment throughout the year.



ELECTRONICS

For a Christmas filled with entertainment, connectivity and the latest must-have technology, we've selected a range of premium tech gifts guaranteed to create excitement on Christmas morning.

- From the latest PlayStation consoles and Nintendo Switch 2 bundles, offering hours of festive gaming fun, to Samsung Smart TVs that bring Christmas films, sporting events and family movie nights to life, these gifts are designed to be enjoyed together throughout the holiday season.
- For those who love staying connected, the newest iPhone models, AirPods Max and Ray-Ban Meta smart glasses combine cutting-edge innovation with everyday practicality, making them gifts that will be used and appreciated long after the festive decorations have come down.
- Premium wireless speakers provide the perfect soundtrack to Christmas celebrations, while smart home technology such as Ring Doorbells offers added convenience, security and peace of mind during the busy festive period and beyond.

Combining entertainment, innovation and everyday value, these highly desirable tech rewards deliver the excitement of Christmas morning while continuing to enhance daily life throughout the year ahead.



HEALTH & BEAUTY

For a Christmas dedicated to relaxation, self-care and a little festive indulgence, we've selected a range of premium beauty and grooming gifts designed to help recipients look and feel their best throughout the holiday season.

- From luxury fragrances and designer aftershaves that make perfect stocking fillers, to premium grooming essentials such as beard trimmers and styling tools, these gifts add a touch of everyday luxury long after Christmas Day has passed.
- For those who love salon-quality results at home, must-have beauty technology from leading brands such as Dyson, GHD and Shark is always a welcome surprise under the tree. Whether it's the iconic Dyson Airwrap, a Shark FlexStyle Hair Dryer, GHD straighteners or innovative Shark LED face masks, these gifts elevate daily self-care routines.

Perfect for festive pampering during the Christmas break and beyond, these thoughtful rewards offer a blend of style, wellbeing and practicality. Whether it's finding a new signature scent, achieving the perfect hairstyle for festive celebrations, or enjoying a little well-deserved self-care, these gifts deliver a memorable Christmas experience with lasting appeal throughout the year.



SPORTS & FITNESS

For a Christmas focused on wellbeing, adventure and starting the New Year strong, we've selected a range of premium sports and fitness gifts designed to inspire healthy habits long after the festive celebrations have ended.

- From Garmin and Apple Watches that help track workouts, monitor wellbeing and support fitness goals, to innovative wearable technology such as Oura Rings that provide deeper insights into sleep, recovery and overall health, these gifts are perfect for anyone looking to make the most of the year ahead.
- For those who enjoy staying active outdoors or in the gym, practical accessories such as premium gym equipment, fitness essentials and YETI drinkware help keep hydration and performance on track. Whether it's a YETI Gallon Jug for all-day hydration or the latest fitness tech, these gifts combine functionality with premium appeal.

Perfect for balancing festive indulgence with personal wellbeing, these rewards encourage recipients to stay active, recover smarter and feel their best. From Christmas morning excitement to New Year fitness goals, these thoughtful gifts provide motivation, inspiration and lasting value throughout the year ahead.



WINE & HAMPERS

For a Christmas filled with indulgence, celebration and festive cheer, luxury hampers and wine gifts remain some of the most popular and universally loved rewards.

From beautifully curated hampers featuring premium chocolates, festive treats and gourmet delights from brands such as Hotel Chocolat, to elegant wine selections, champagne gifts and artisan food collections, these rewards are designed to be enjoyed and shared throughout the festive season.

For a more personalised touch, bespoke gift baskets can be tailored to suit any audience, combining fine wines, luxury chocolates, sweet treats and hand-selected festive favourites to create a truly memorable gift.

Perfect for customers, employees and VIPs alike, these ready-to-enjoy rewards bring people together, add a touch of luxury to Christmas celebrations and create moments of enjoyment long after the gifts have been opened.



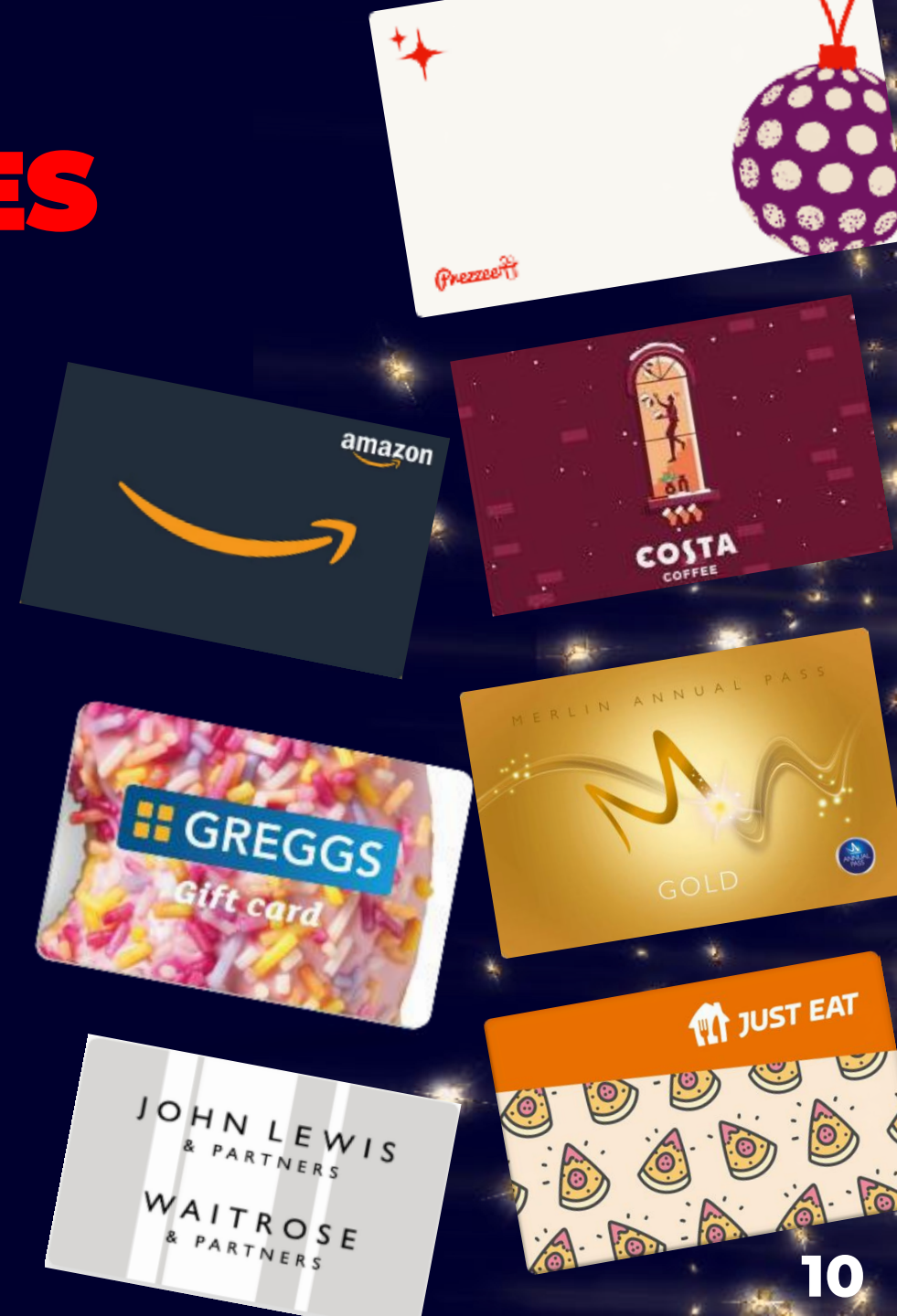
GIFT CARDS & E-CODES

We proudly partner with leading gift card and e-code providers, offering an extensive range of both physical and digital rewards from hundreds of popular brands across retail, food & drink, travel, entertainment and leisure.

From everyday favourites such as **Costa** and **Greggs**, to retail giants including **Amazon** and **John Lewis**, recipients can choose rewards that suit their lifestyle and interests. We also offer popular experience and lifestyle options such as **Merlin Entertainments** gift cards, **Just Eat** vouchers for a festive takeaway treat, and flexible multi-store solutions through providers such as **Prezzee**, giving recipients access to a wide selection of brands from a single gift card.

Available in both physical and digital formats, gift cards and e-codes can be delivered instantly or presented as a traditional gift, making them a versatile reward option for any Christmas campaign. Whether you're rewarding customers, employees or partners, they provide the freedom of choice while removing the guesswork often associated with gifting.

Whether it's a festive coffee, family day out, Christmas shopping spree, takeaway night in or a contribution towards something special, gift cards and e-codes offer a reward that everyone will value - making them one of the most popular and effective gifts during the festive season.



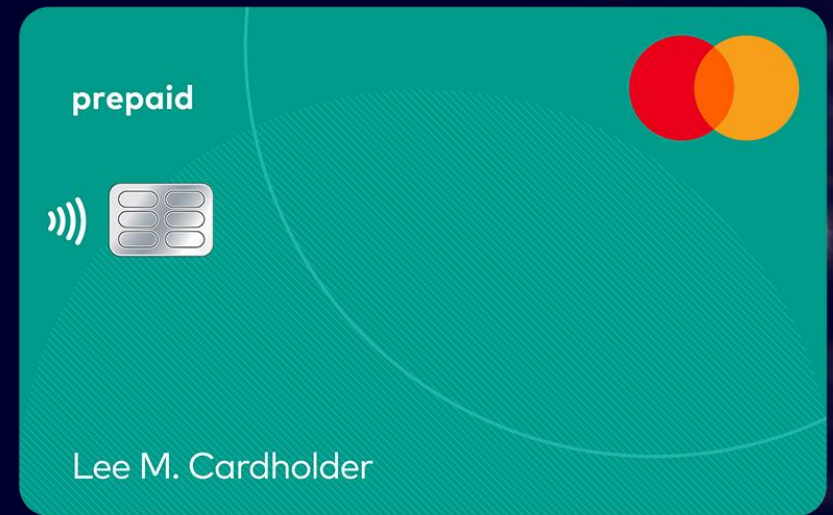
PRE-PAID MASTERCARD

Pre-Paid Mastercard® rewards offer one of the most flexible and universally appealing reward options available, giving recipients the freedom to spend their reward on whatever matters most to them.

Whether it's helping with the Christmas food shop, treating the family to a festive day out, purchasing the perfect gift, enjoying a meal with loved ones, or putting it towards a larger purchase, recipients can use their reward anywhere Mastercard is accepted. This flexibility makes Pre-Paid Mastercard® rewards a popular choice for customers, employees and partners alike.

Available in both physical and digital formats, Pre-Paid Mastercard® rewards combine the appeal of cash with the control and convenience of a structured reward programme. They remove the challenge of selecting a specific gift while ensuring every recipient receives something they genuinely value.

Perfect for Christmas campaigns, employee rewards, customer incentives and promotional giveaways, Pre-Paid Mastercard® rewards deliver choice, convenience and excitement, making them a thoughtful and highly effective festive reward.



EXPERIENTIAL REWARDS

For a Christmas gift that creates memories long after the festive season has ended, travel and event experiences offer an unforgettable alternative to traditional rewards.

Whether it's a bespoke holiday organised by our in-house travel team or a Prizeshark Travel Gift Card, we can create experiences to suit every audience and budget. From winter sun escapes and festive city breaks to family holidays and bucket-list adventures, our team manages every detail from start to finish.

We also offer a wide range of UK and international experiences, including spa breaks, overnight stays, theatre trips, concert tickets, sporting events, hospitality packages, driving experiences, fine dining and family attractions.

The Prizeshark Travel Gift Card offers complete flexibility, allowing recipients to put any value towards a holiday, short break or experience of their choice, while our travel specialists handle all arrangements on their behalf.

Fully ABTA and ATOL bonded, our experienced team provides a concierge service with luxury upgrades, private transfers, VIP access and exclusive extras available to enhance every experience.

Whether it's winter sunshine, a luxury spa retreat, a family adventure or a dream holiday, these rewards create memories that last a lifetime.



BRAND ACTIVATION REWARDS

For a Christmas gift that keeps your brand front of mind, festive merchandise offers the perfect blend of practicality and seasonal cheer.

From branded Christmas coffee cups and reusable tote bags to luxury gift boxes and festive hampers, merchandise can be tailored to suit any audience and budget.

Whether you're thanking employees, rewarding loyal customers or creating memorable event giveaways, branded gifts provide a lasting reminder of your business long after the festive season has ended.

Our team can source, personalise and deliver everything from everyday essentials to premium gifts, helping you create a seamless and impactful Christmas campaign. Thoughtful, useful and fully customisable, festive merchandise is a great way to spread holiday cheer while strengthening your brand presence.



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ENGAGEMENT PLATFORMS

GAMIFICATION

This Christmas, the mechanic can be just as exciting as the reward itself. We create festive gamification campaigns that drive engagement, encourage participation and support data capture.

Popular mechanics include:

- Spin the Wheel
- Digital Advent Calendar
- Scratch & Win
- Open the Box
- Pick a Present
- Instant Win Games
- Christmas Cracker Reveals

Whether it's unlocking a festive game via email or returning daily to open an advent calendar, these mechanics transform rewards into memorable brand experiences.

Our digital team manages the entire campaign, with rewards ranging from gift vouchers and festive treats to premium prizes and luxury experiences, all tailored to your objectives and budget.



CLAIM FORM

Customers access the programme through a dedicated, branded website using a variety of marketing literature including both web links and QR codes.

From here, all customers can access the claim mechanic, fill in their form and upload their proof of purchase if required.

Each individual claim is entered into a prize draw allowing for multiple entries throughout the campaign period, with the ability to win bonus entries for volunteering additional information from the sales process.

The website can also host links to your website, social media and online product brochures, driving additional traffic to your sites, increasing brand awareness and product knowledge all whilst encouraging repeat spend.

The image shows a laptop screen displaying a website for 'YOUR BRAND'. The website has a dark green header with navigation links: HOME, PRIZES, HOW IT WORKS, T&CS, and CONTACT. The main banner features the text 'Shop. Claim. Win.' and 'Make every purchase more rewarding.' with a festive background of a green gift box, gold ornaments, and pine branches. A tag on the gift box says 'AMAZING PRIZES TO BE WON'. Below the banner, the 'HOW IT WORKS' section is visible, showing two steps: 'CLAIM' (Complete the form and upload your proof of purchase) and 'WIN' (You'll be entered into our prize draw - more entries, more chances to win!). Overlaid on the laptop screen is a 'CLAIM YOUR REWARD' form. The form has a green header with a gift icon and the text 'YOUR BRAND CLAIM YOUR REWARD'. It includes the instruction 'Please complete the form below to enter our prize draw.' and fields for 'Full Name' (Jane Smith), 'Email Address' (jane.smith@email.com), and 'Proof of Purchase (upload)' (Receipt.jpg). There is a 'Change file' link next to the upload field. Below these fields, there is a section titled 'WOULD YOU LIKE BONUS ENTRIES?' with the instruction 'Answer a few quick questions to increase your chances of winning.' and two checkboxes: 'Yes, I'd like to receive exclusive offers and product updates.' and 'Yes, I'd be happy to take part in a short survey.' At the bottom of the form is a large orange button labeled 'SUBMIT CLAIM'.

REWARD SELECTOR

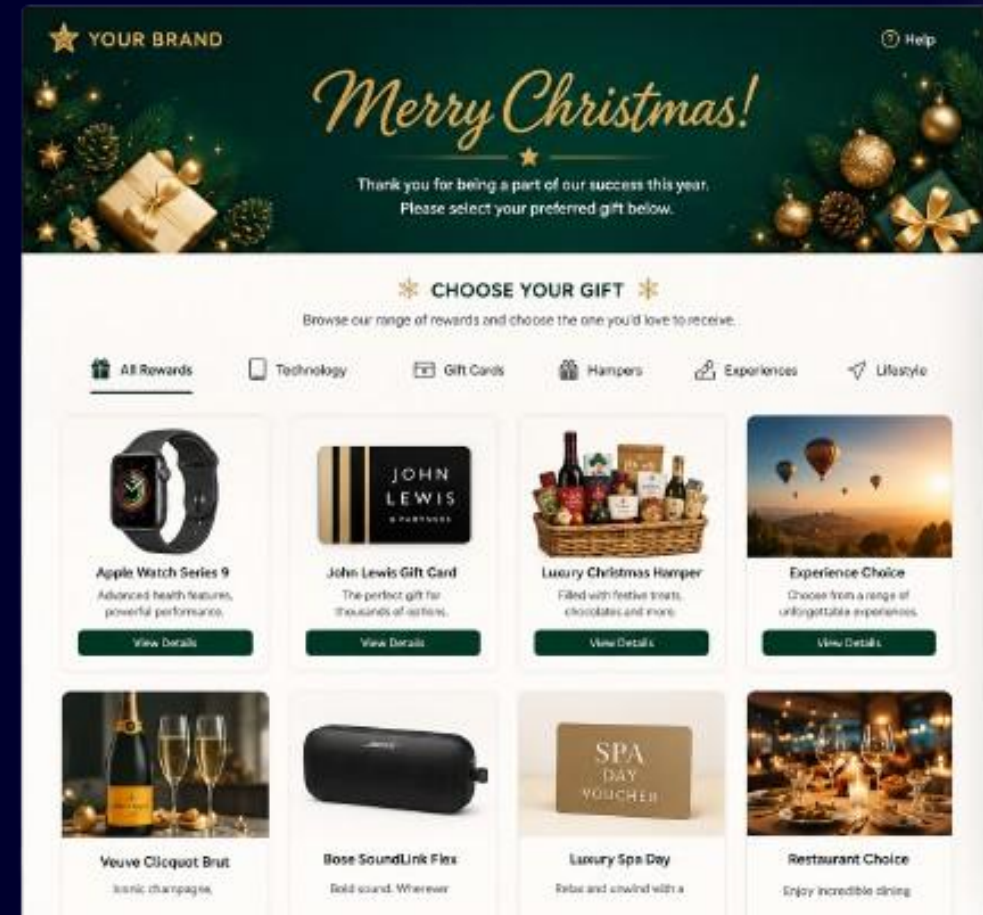
Rather than receiving a pre-selected prize, customers, employees or partners are presented with a carefully curated Christmas Gift Guide featuring a range of rewards tailored to your campaign and budget. From premium technology and luxury hampers to gift cards, experiences and festive treats, recipients simply browse the available options and select their preferred gift.

Why Reward Selector Works

- Gives recipients the freedom to choose a reward that's meaningful to them
- Increases satisfaction and perceived value of your campaign
- Eliminates unwanted gifts and reduces reward wastage
- Suitable for customers, employees, channel partners and VIP audiences
- Fully branded to create a seamless extension of your campaign

The platform can be accessed via a branded website, personalised email or QR code, creating a simple and engaging user experience.

Whether you're rewarding loyal customers, recognising employees or running a seasonal promotion, Reward Selector™ delivers a personalised Christmas gifting experience that recipients will remember long after the festive season has ended.



Ready to Make Christmas Rewarding?



From employee recognition and customer loyalty campaigns to VIP gifting and promotional giveaways, Prizeshark delivers reward solutions that create lasting impressions.

Let's work together to build a Christmas campaign that engages your audience, strengthens relationships and delivers measurable results.

Start planning your festive campaign today.

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