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Study Reveals the Death of the Birthday Present

New research from a newly launched social gift contribution app has found that when Britons aren't supplied with a 'wish list' from their loved ones on their Birthdays or Christmas, the majority simply put money in a gift card.

As part of ongoing research into the gift giving habits of Britons, a newly launched social gift contribution app has conducted a study in a bid to discover what gifts families and loved ones mostly give to each other for special occasions, such as Birthdays and Christmases.

The study, conducted by the company behind the Grant My Wish Smartphone App, asked 1,219 people across the UK what gifts they buy for loved ones when they haven't been supplied with a 'wish list'.

The respondents to the study were asked to select all that applied from a list of possible items they may purchase as a gift for a loved one, when the person in question hasn't supplied a gift 'wish list'.

According to the study, the majority, 87%, of the respondents simply give 'money' as a gift to a loved one when they aren't supplied with a list of items they may wish to receive.

Following money, the second most popular gift choice of those having to use their own imagination to purchase a gift for a loved one was 'gift vouchers', with 81% of the vote. Just over two thirds, 69%, of the respondents stated that they purchase 'smellies' for family or friends birthday/Christmas when they are not asked to buy a specific item.

Furthermore, 58% of the respondents stated that they buy their loved ones 'wine' when they are unsure on what to purchase for a special occasion. Similarly, over half, 53%, of the respondents said that when they didn't know what to give to a friend as a Birthday or Christmas gift, they purchase 'chocolates' for them.

Two fifths, 41%, of respondents claimed that they purchase 'nothing' for their loved ones when they aren't directed towards what to buy; whilst 37% claimed to buy a 'jokey present'.

Keji Giwa, founder and CEO of Grant My Wish and parent company Tellallmyfriends.com, spoke about the findings:

"It was great fun analysing these results and I am certainly guilty of giving a friend a voucher when I am out of inspiration for a gift. Buying someone a voucher for their favourite shop is always a lovely idea as they have a long expiration date. Giving money is also a generous gift; however, you run the risk of the money being spent on bills rather than on a treat for themselves!"

He continued, "We wanted to conduct this research to discover the effort Brits go to when buying their loved ones a gift, particularly when they have to use their imagination. Although money and vouchers are certainly generous, they can lack imagination; so we'd always encourage people to be adventurous with their purchases. Try to buy something that your loved one wouldn't buy themselves. If you pick wisely, chances are they'll love it!"

Notes to Editors

About the founders:

Keji Giwa - Founder & Chief Executive Officer:

Keji is responsible for the overall business and technology strategy for Tellallmyfriends. He holds a BSc (Hons) degree in Computer Science from Kingston University and his background is in sales, online marketing and project managing ecommerce and mobile commerce applications. His previous roles include business development manager and web project manager at award winning start-ups reevoo and moveme respectively.

Daniel Agoye - Co-Founder & Chief Financial Officer:

Daniel is responsible for the overall financial and operational strategy for Tellallmyfriends. He holds a BSc (Hons) in Management and Accounting and is a member of both ACCA and CIMA. His background is in financial and business management with key expertise in trust management. His previous roles include managing large trusts as a Trust Accountant at Vantis Group and was a Senior Auditor at Ernst & Young.

Keji and Daniel have been friends since they were 11 years old, they met whilst waiting to take an entrance exam for secondary school. They have always wanted to set up a business together, Tellallmyfriends is the fulfilment of that dream.

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