

## The Ibn Battuta Shopping Mall Gift Card Case Study

### The UAE's First Shopping Mall Gift Card

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March 2010

## Ibn Battuta Mall Gift Card, UAE

- The Ibn Battuta Mall prepaid gift card was launched in August 2009, in conjunction with Visa CEMEA, Nakheel Retail Shopping Malls (owner of the Ibn Battuta Mall), and payment processor Global Processing Services.
- The card, launched on the Visa Electron platform, is issued by Union National Bank (UNB),
- The gift card can be bought from the mall customer service desks from as little as Dhs250 to as much as Dhs2,500.
- The Ibn Battuta Mall gift card is the first prepaid open-loop gift card to be launched in the Middle East and is also the first prepaid product of any type to be co-branded and distributed by a third party and not directly by a bank.
- The Ibn Battuta Mall is one of the largest shopping malls in the Middle East region, covering 1.2 million square feet. Comprising six separately-themed courts, it is host to a wide range of retail and entertainment merchants including the UAE's first IMAX cinema, and restaurants
- They aim to sell around 220 cards per month with an average card value of AED400 (\$108).



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- Substantial Marketing support:
  - 8ft tent cards around the mall with giant floor stickers with arrows to the point of purchase, and giant signs at the gift service desk
  - Advertise a buy a card and shop in Ibn Battuta Mall and win 5,000 Dirham's (£1,000) in 5 local magazines, from Ahlan (Hello in Arabic) to Grazi
  - Advertise the product to niche markets, Nakheel/Retail corp., arranged with various home furnishing and fine china type shops the ability to buy this product on wedding lists, like with Debenhams in the UK
- Al Futtaim also launched a JCB gift card. Each mall had its own gift card and there was also one that can be used across all four malls: [www.mallgiftcard.ae/FAQ.html](http://www.mallgiftcard.ae/FAQ.html)
  - Mall of the Emirates, Deira City Centre, Sharjah City Centre, Ajman City Centre and Mirdif City Centre



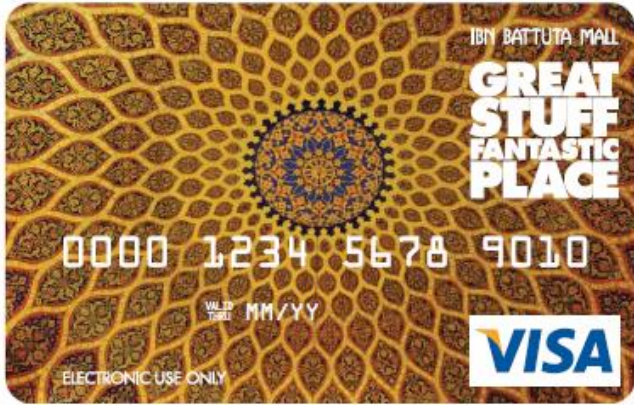
# Ibn Battuta Mall Gift Card, UAE





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## GREAT CARDS FANTASTIC GIFTS



GIFT CARDS ON SALE HERE

## Competition



### Win! Dhs5,000 to shop at Ibn Battuta Mall this Eid

**Competition**

**IBN BATTUTA MALL**  
Great stuff. Fantastic place.

September 24 – October 1 2009 **Time Out Dubai 127**

Ibn Battuta shopping mall has recently launched a new credit-card style gift card that can be bought pre-loaded with spending money, from as little as Dh250 to as much as Dh2,500. The gift card works in the same way as a standard credit or debit card - only there's no chance of blowing your budget!

The Ibn Battuta Mall Gift Cards are the ideal gift solution. Redeemable at all of our exciting stores and cinema, the gift cards are perfect for everyone: from young fashionistas to boys who like their toys. With wedding season coming up, and Eid just around the corner, Ibn Battuta Mall Gift Cards are the perfect answer to all of your gift worries!

For your chance to be the lucky

winner, simply answer following question:

**In which court at Ibn Battuta Mall has a new high street fashion brand Splash recently opened?**

- a) China Court
- b) India Court
- c) Egypt Court

**Online entries only** Enter at [www.timeoutdubai.com/competitions](http://www.timeoutdubai.com/competitions) by October 22.

The cards are accepted at any of the Ibn Battuta Mall stores or outlets that accept credit cards. Gift cards are now available at the customer service desks.

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