



PRESS RELEASE

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December 2017

Brits set to splash a staggering £272m on Secret Santa gifts this year

SPENDING double on Secret Santa is now the norm, as 'generation generous' dig deep for co-workers.

While an average of £8.60 is the going rate for the annual gift exchange, a new study by Specsavers found one in five Brits (21%) break the rules and secretly spend up to £20 to impress their colleagues.

Giving pound shops a wide berth has also meant gift-givers shun novelty knick-knacks, with over one third (40%) revealing they prefer to buy something useful over something funny (16%).

However, there's still work to be done in the gifting stakes, as more than half (60%) claim to receive at least one useless present every Christmas and over a third (43%) admit they secretly re-gift the present.

Useless pressies – including unsightly ties and slippers – feature in Specsavers' latest marketing campaign, which introduces a team of hapless elves that are responsible for creating them. The series of ads calls for customers to give and get 'something more useful' this Christmas.

Graham Daldry, creative director at Specsavers, says:

'Sight is the sense we most value and yet some one in four of us are still not visitng

10 WORST SECRET SANTA BUYS

1. Socks
2. Bubble bath
3. Slippers
4. Tie
5. Screwdriver
6. Ornament
7. Candle
8. Key ring
9. Ashtray
10. Sun cream

the optician every two years as advised. The campaign is a lighthearted reminder to consider the things you'd find more useful this year when giving or receiving gifts.'

For more information visit www.specsavers.co.uk



Get something more useful this Christmas
Like an eye test for **only £5**

Specsavers

Excludes customers entitled to a free NHS eye test. Ask in store for details.



Give something more useful this Christmas
Like a Specsavers gift card

Specsavers

Ask in store for details.

- Ends -

Issued by Beattie Communications on behalf of Specsavers

specsavers.com  [specsavers official](https://www.youtube.com/specsaversofficial)  [specsavers](https://www.facebook.com/specsavers)  [@specsavers](https://twitter.com/specsavers)

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Notes to Editors

- Specsavers is a partnership of almost 2,000 locally-run businesses throughout the world -all committed to delivering high quality, affordable optical and hearing care in the communities they serve.

- Each store is part-owned and managed by its own joint venture partners who are supported by key specialists in support offices
- More than 36 million customers are registered with Specsavers and the partnership had a turnover of more than £2.2bn in 2016/17
- More than one in three people who wear glasses in the UK buy them from Specsavers
- Specsavers is a champion of the National Health Service – of its 22.2m customers in the UK, 55% are from the NHS and the company is the largest provider of free NHS digital hearing aids
- Specsavers supports several UK charities and is in partnership with RNIB for a public awareness campaign to transform the nation's eye health.
- Specsavers runs a home-visiting service in the UK and Ireland called Specsavers Healthcall for those who cannot get to their local store unaccompanied.