



AUSSIES CAUGHT IN THE ACT OF RE-GIFTING AT CHRISTMAS

New survey reveals most Australians have re-gifted unwanted presents

Did you know 89% of Australians have had to pretend they loved a gift they received? Even worse, 55% are guilty of re-gifting, while 65% have been victims of re-gifting.

But never fear, there is a sure way to guarantee your gifts remain special: personalisation.

A new survey from RedBalloon has revealed many unexpected truths about Aussie shoppers that we think your audience would love.

Please find the release and infographic attached.

Please let me know if you have any questions or would like further details.

Many thanks,

Shailo