

NEW MAIL INCENTIVES: Black Friday and Christmas 2019

Don't miss out on savings for 2019's biggest retail opportunities

If you're in the retail industry you already know that Black Friday and Christmas present two of the best sales and marketing opportunities for your business in the calendar year, but what are you doing to let your customers know about your deals?

57.1% of consumers will open Direct Mail*

Citipost Mail can make it easy for you to take advantage of Royal Mail's latest incentive and promote your Black Friday bargains with savings up to 5p per letter*. As we approach the busiest shopping months of the year, it's not just Black Friday that is attracting great savings, eligible Christmas postings will attract the same discounts with this limited time offer.

Don't miss the opportunity to engage with your customers and update them with your bargains. Boost your Q4 profits and get your tills ringing whilst making big savings!

When can you apply?

Incentive	Opening Date	Application deadline	Valid posting dates
Black Friday	1 st Sep 2019	15 th Nov 2019	11-30 th Nov 2019
Christmas	1 st Sep 2019	13 th Dec 2019	11 th Nov - 27 th Dec 2019

Incentive eligibility

- Mailmark Advertising Mail & Partially Addressed Letters and Large Letters up to 250g
- No Postcards (single piece mailers are allowed).
- Items must be presented in trays.
- Minimum 50,000 incremental items to qualify for each incentive and maximum 1 million items.
- As with all incentives, discounts will be paid as retrospective postage credits that will be valid for 12 months.

If you have any comments, queries, or wish to confirm your eligibility, get in touch with your account manager and they will be more than happy to talk you through the process and provide any support you need.

*Eligible credit values may vary depending on the product and service used.



Last year it was revealed that

58% of Black Friday buyers delayed making a purchase until they had seen the promotions

39% of internet users bought something during Black Friday

In 2018 Black Friday took a bigger share of retail sales than in 2017

Source PwC Consumer Survey- Oct 18



92% of mail is engaged with

45% of delivered advertising mail is discussed with someone else

Source JICMAIL

Campaigns including mail are 27% more likely to deliver top-ranking sales performance, versus campaigns without mail

Source IPA Effectiveness databank analysis.