

Covid-19 Open for Business Incentive

This incentive has been developed to support businesses that have been most impacted by the restrictions on social movement caused by Covid-19 prevention measures.

It is designed to assist businesses with getting back on track after the lockdown by encouraging the use of Direct Mail to engage with existing customers and new prospects. So, for example, whether you are a high street retail outlet looking to drive customers to your website to boost online sales, or a charity seeking an uplift in donations, under this incentive you can send Advertising Mail, Responsible Mail, and/or Partially Addressed Mail campaigns to achieve generous postage credits to be used on future postings.

Which campaigns would be eligible to earn postage credits?

- Any mailing from a retailer previously forced to close its doors which encourages a consumer to visit their website to purchase goods, or one that promotes availability of home delivery including catalogues and brochures.
- Any mailing from a retailer that was previously forced to close its doors that promotes store reopening arrangements.
- Any mailing from a Charity with the primary purpose being a request for donations.
- Any new mailing which was necessitated by a brand's current media channel (for example Cinema, In-Store, Out of Home) being unable to provide the reach required due to Covid-19.
- Any mailing from a magazine publisher or newspaper promoting direct to home subscriptions.
- Any mailing from a brand in the Travel and Tourism sector to promote purchase.
- Any mailing from a brand in the 'away from home' Entertainment sector to promote future or rescheduled activity. For example leisure sectors such as Cinema, Theatre, Festivals, and Restaurants.
- Any mailing from a brand targeting vulnerable customers to support their physical or mental wellbeing.
- Any new mailing from a brand to reassure and thank consumers in light of the impact of Covid-19 as the primary purpose.
- Any new mailing from a brand promoting additional benefits where the original product or service has not been fully utilised due to Covid-19. For example, 3 months free car breakdown cover or cash back from vehicle insurers to recognise under use of an insurance premium.

Incentive qualifying criteria

- Mailing items must be sent as Advertising Mail.
- Items must be sent using Royal Mail's Mailmark service (or an Access 1400 service if the items are unwrapped or polywrapped).
- Items must be posted in trays.
- Campaigns must meet one of the eligibility criteria above.
- Postage credits will be awarded for mailing volumes which equal or exceed 20,000 items and no more than 1 million items that Royal Mail has confirmed are eligible for the incentive.
- Postage credits will be awarded at the end of the incentive period for each qualifying mail item that has been verified by Royal Mail.

To take advantage of this incentive you must submit your application before the 11th December 2020 and send your campaigns between the 6th May 2020 and the 31st December 2020. Whilst incentive credits vary based on the format and service used, you could earn up to 5p per item in postage credits*.

To apply for this incentive please contact your Client Relationship Manager who will be on hand to help you through the application process and answer any questions you may have.

*This incentive is subject to terms and conditions. You will be charged at the current Access price, and awarded eligible postage credits retrospectively at the end of the incentive period.

