

 **marketreach**
unleash the magic of mail



A CATALOGUE OFFER FOR THE RETAIL SECTOR - SEPT 2024 TO JAN 2025

August 2024



THE ROLE FOR CATALOGUES IN RETAIL

- Whilst mail is probably one of your most premium channels taking it out of your communications mix needs to be considered carefully
- Mail will be one of your top performing channels in terms of response
- Mail will provide you with your most valuable customers both in terms of average order values and ultimate lifetime value – it works at both acquisition and retention and has a role to play in building your brand
- A catalogue can really complement your multi-channel campaign and drive performance
- JICMAIL demonstrates the level of engagement that catalogues generate which has been consistently high



JICMAIL DIARY COLLECTS 2 MAIN SETS OF MEANINGFUL METRICS

**JIC
MAIL**

Mail Media Metrics



PHYSICAL ACTIONS



Opened it

Read / looked at / glanced at it

Put it on display e.g. fridge / noticeboard

Passed it on / left out for the person it's for

Put it aside to look at later

Threw it away / recycled

Took it out of the house e.g. to work

Used / did something with the information

Put it in the usual place

This delivers mail media metrics – reach and frequency for mail

COMMERCIAL ACTIONS



Bought something/made a payment

Used a voucher/discount code

Planned a large purchase

Discussed with someone

Visited sender's shop/office

Went online for more information

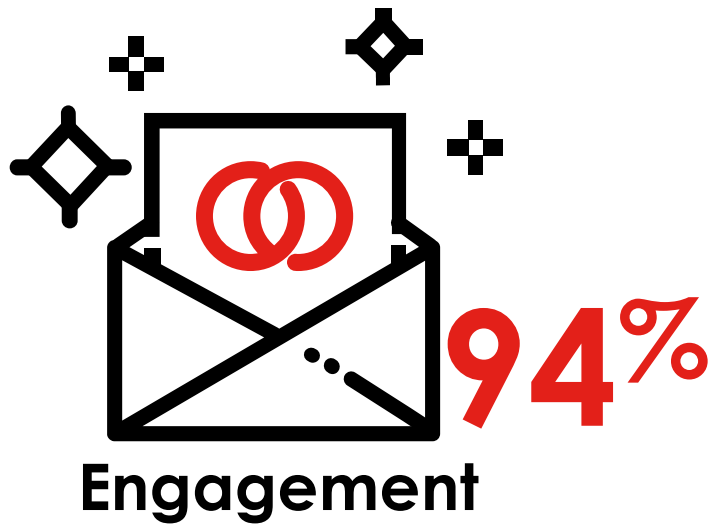
Looked up my account details

Used a tablet or smartphone

Called the sender

These are commercial actions, counted separately from reach and frequency

ENGAGEMENT WITH CATALOGUES STRONG



Any physical action taken with mail



Source: JICMAIL, Advertising/Business Mail, Catalogue, Q2 2023 – Q1 2024



THE MAIN CATALOGUE METRICS



Reach



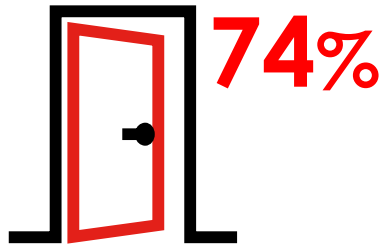
Frequency



Days in home

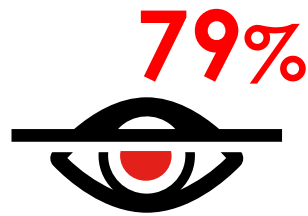
CATALOGUE HEADLINES

There are four main physical interactions

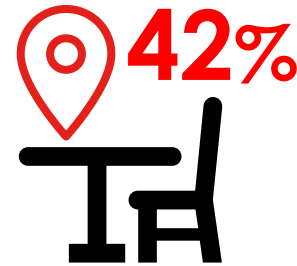


**Open their
catalogue**

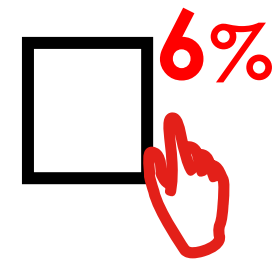
(not all catalogues need opening,
they might be naked!)



**Read their
catalogue**



**Put it aside to
look at later**



**Put it in the
usual place**

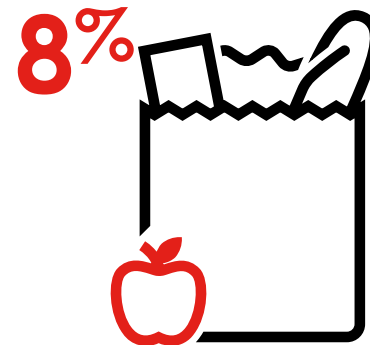
CATALOGUE MAIL DRIVES GREAT COMMERCIAL ENGAGEMENT



24%
Take a
commercial
action



The 24% taking an
action go on to...



8%
... buy something
buy something, use a
voucher, planned a large
purchase, visited sender's
shop



14%
... take online actions
visit sender's web site, go
online, look up account
details, use a tablet or
smartphone

THE CATALOGUE OFFER

Post incremental Catalogue Mail* across September 24 to January 25 and benefit from a credit of up to 22.5% for incremental volume and 1.5% for planned volume

Your postage credit calculation will be based on your Catalogue Mail planned and incremental volume. Catalogue Mail items must have the primary purpose of promoting the sale of retail products.

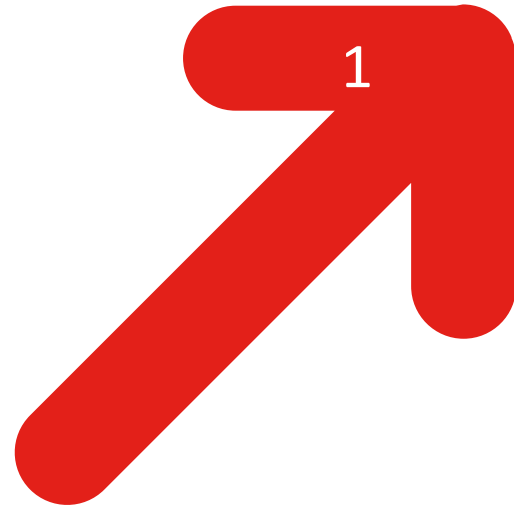
*Catalogue Mail is an available product within Royal Mail's Advertising Mail portfolio.



Full terms and conditions apply



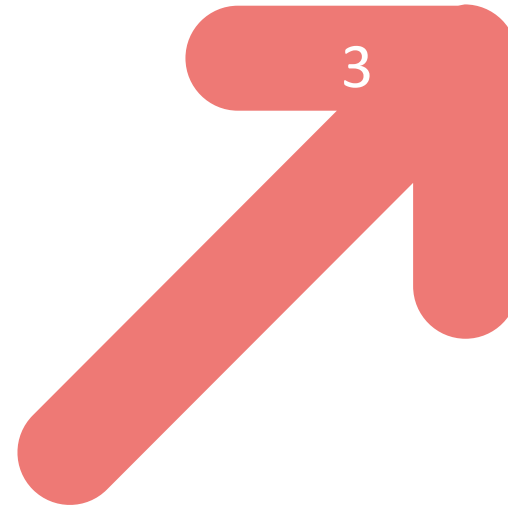
ENTRY REQUIREMENTS



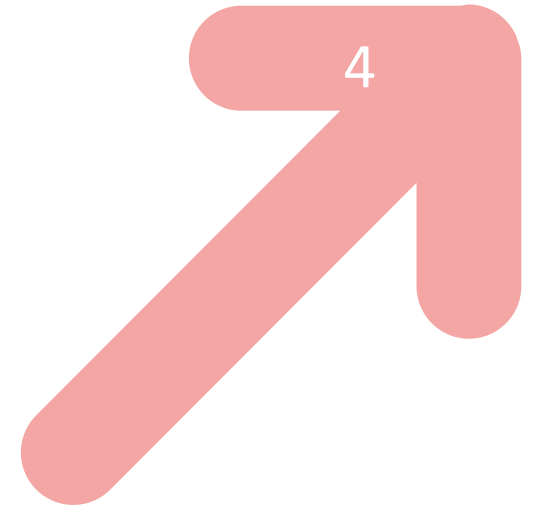
You're a Retailer able to post Royal Mail Catalogue Mail.



Your total advertising mail planned volume between Sept - Jan is equal to/or greater than 80% of the advertising mail volume you posted between September 23 and January 24.



Your minimum incremental volume of Catalogue Mail is 100K items above your planned Catalogue Mail volume.



Your Catalogue Mail postings must be between 2 September 2024 and 1 February 2025.



THE CATALOGUE INCENTIVE DATES



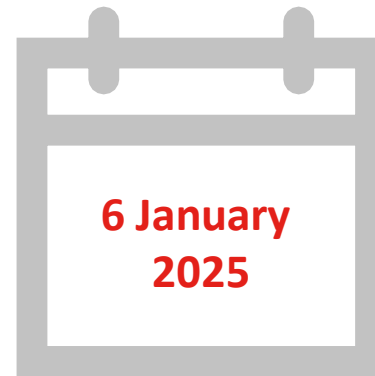
Proposed dates below – actual dates will be shared when we provide the terms and issue formal notice.



Opening Date
Applications



First Posting
Date



Application
Deadline



Last Posting
Date

THE CATALOGUE INCENTIVE



The Catalogue Incentive is structured to promote incremental Catalogue Mail against the customers planned total advertising mail volume.

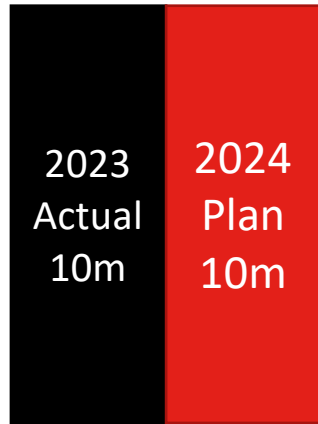
1. You must be planning to post at least 80% of the volume posted between 04/09/23 and 03/02/24. The 80% is measured against all the advertising mail posted including Catalogue Mail, Advertising Mail and Partially Addressed.
2. You will qualify for a credit if between, 02/09/24 and 01/02/25, you post incremental volume above the baseline (point 1) and the incremental catalogues are posted using the Catalogue Mail product. The minimum entry criteria is 100k items or 2.5% of the planned catalogues, whichever is the greater.
3. If you qualify against point 1 & 2 you will earn credits against both your planned Catalogue Mail and Incremental Catalogue Mail. The credit rate is determined by the % of incremental Catalogue Mail you send, as detailed in the table.
4. The next two slides show examples of the baseline process and an example of how we will determine the credit %.

Incremental Catalogue Mail % above plan	Discount on planned Catalogue Mail volume	Discount on incremental Catalogue Mail volume
2.50%	0.25%	10.00%
5.00%	0.50%	12.50%
7.50%	0.75%	15.00%
10.00%	1.00%	17.50%
12.50%	1.25%	20.00%
15.00%	1.50%	22.50%



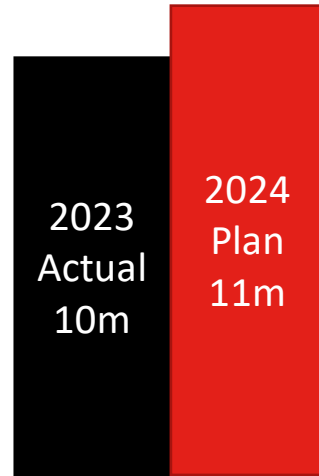
BASELINE EXAMPLES

4 examples of different baseline scenarios



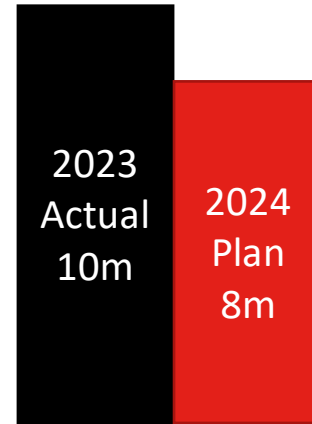
Baseline 10m

The customer is planning to post the same volume, so the baseline is set at their planned volume 10m



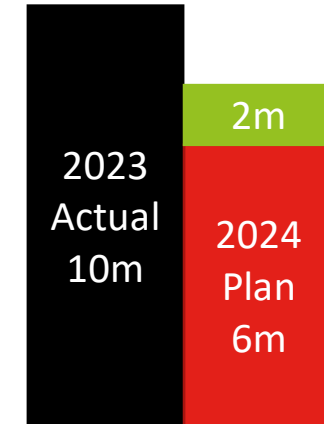
Baseline 11m

The customer is planning to post more volume, so the baseline is set at their planned volume 11m



Baseline 8m

The customer is planning to post 20% less volume and is with 80% minimum tolerance so baseline set at their planned volume 8m

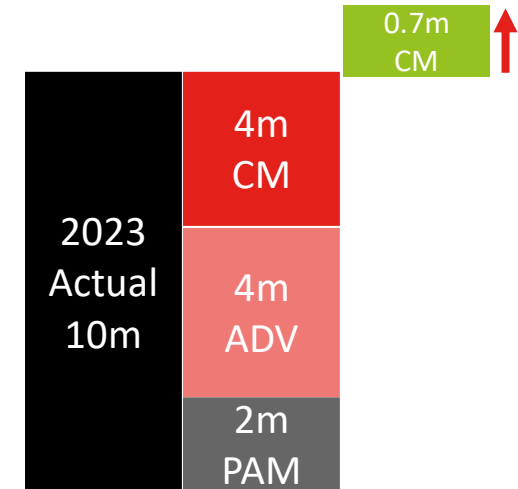


Baseline 8m

The customer is planning to post 40% less volume, which is below the minimum 80% tolerance. The baseline is set at 80% of the 10m volume posted in 2023. The baseline is set at 8m

CALCULATING THE CREDIT RATE

1. Once we have determined that you qualify against the minimum baseline criteria, we need to determine the credit rate that will be applied. To do this we need you to declare the planned volume between 02/09/24 and 01/02/25 broken down by Catalogue Mail*, Advertising Mail and Partially Addressed.
2. Your credit rate is determined by the % of incremental Catalogue Mail items you send above plan.
3. In the example below the customer is planning to post 4m Catalogue Mail items (CM) and because of the incentive they will add an additional 700k Catalogue Mail items. 17.5% above plan.
4. If the customer posts 17.5% incremental Catalogue Mail items they qualify for the maximum credit. 1.5% credit for the 4m planned Catalogue Mail items, and 22.5% credit for the 700k Incremental Catalogue Mail items.
5. The customer must also ensure that incremental catalogue volume is above the 10m baseline. So, in this example the customer must post at least 10.7m advertising mail items, of which 4.7m must be posted using the Catalogue Mail product.



Incremental Catalogue Mail % above plan	Discount on planned Catalogue Mail volume	Discount on incremental Catalogue Mail volume
2.50%	0.25%	10.00%
5.00%	0.50%	12.50%
7.50%	0.75%	15.00%
10.00%	1.00%	17.50%
12.50%	1.25%	20.00%
15.00%	1.50%	22.50%

*The customer must declare items, as part of their planned volume, that are eligible for the Catalogue Mail product, even if they had not yet planned to switch from Advertising Mail to the Catalogue Mail product.

CATALOGUE CONTENT GUIDELINES



Examples of types of mailings

Explanation

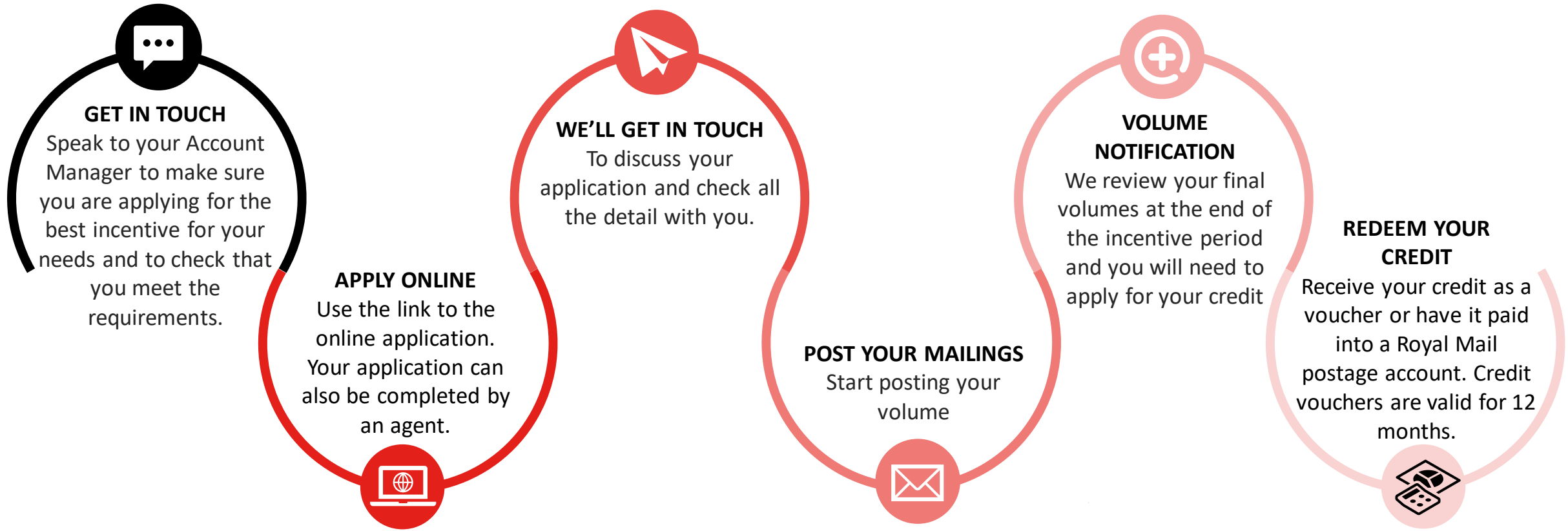
A mail order company sending its new or seasonal catalogue to an existing customer base		This qualifies as it is a list of goods or services and direct sell from the page
A mail order company sending its new or seasonal catalogue to a prospective customer base		This qualifies as it is a list of goods or services and direct sell from the page
A mail order company sending a postcard with a discount code to a customer		This is not a list of goods or services
A travel company sending its new or seasonal holiday brochure to an existing or prospective customer base		This qualifies provided the brochure is primarily a list of holidays and options with prices clearly displayed
A tourist office promoting a holiday destination by mailing a brochure to an existing or prospective customer base		The brochure is promoting a country or a region. It is not primarily a list of goods and services
A brochure in support of a new car launch and drive to car dealership		This isn't a list of goods or services; the prices are illustrative ranges. It isn't directly selling from the page and pushes to car dealerships.

THE APPLICATION AND CREDIT PROCESS

Offer open for applications until 6 January 2025









Application will be available shortly



FREQUENTLY ASKED QUESTIONS



 What mail will qualify for the incentive?	Incremental Catalogue Mail letter or large letter mail format that has the primary purpose of promoting the sale of retail products.
 Can I use postcard formats?	Traditional postcards are not eligible. Please see the Machinable Postcard and One-Piece Mailer Guide for options to use with incentives at royalmailwholesale.com/incentives .
 What postal services are eligible?	Catalogue Advertising Mail.
 Can I claim for incremental volume posted before my application date?	No, you will only qualify for credits for incremental volume posted after the start date agreed in your accepted application.
 I am looking to change mail provider in the next 12 months, will I be able to continue earning credits with my new provider?	Yes, eligible items can be sent using any participating mail provider.
 How long will my postage credit vouchers be valid for?	Postage credit vouchers are valid for 12 months from date of issue.





Our helpful calculator can be used to provide an indicative example of incentive credit value.



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THANK YOU