

CASE STUDY INCENTIVE



CITIPOST MAIL

SMART MAIL MANAGEMENT

Case Study Incentive

Royal Mail have launched a temporary Case Study Incentive. Its overall purpose is to add to Royal Mail's library of case studies that cover specific sectors, objectives, techniques and formats.

Case studies are a great marketing tool for showcasing brands and products. It is hoped that this new incentive will give clients an opportunity to demonstrate the value of mail in real life scenarios whilst earning postage credits to redeem on future mailing campaigns.

Launch date and application process

Royal Mail launched this incentive on the 26th May 2021 and it will run until the 31st December 2021. Unlike standard incentives, case study ideas will have to be pre-qualified by Royal Mail before an application can be submitted. This involves having a pre-qualification call with Royal Mail that will include questions around:

- Objectives and KPIs
- Strategic approach
- Target audience & insight
- Channel choice mail/door drop
- Creative output
- Details of any tests
- Tracking and measurement

Royal Mail's specialist team will decide if a case study qualifies by completing a value assessment, this consists of 6 main questions that will be ranked 1-5, with 5 being extremely valuable for a case study.

1. Priority sectors for Sales (there are 5 top sectors and some 2nd level ones)
2. Potential to become a larger user/risk to current volumes that could be protected by defined working relationships and market analysis of industry spend sources such as Nielsen
3. Likelihood that the mailing will deliver measurable response
4. Brand's use of mail versus industry levels of mail spend – an opportunity for growth as defined by industry spend sources
5. Ability to deliver robust learning
6. Likelihood to provide support in a priority mail area (e.g. will this be used many times to support sales engagement with other brands)

Key areas of interest for Royal Mail

SECTORS



OBJECTIVES/TARGETING



FORMAT

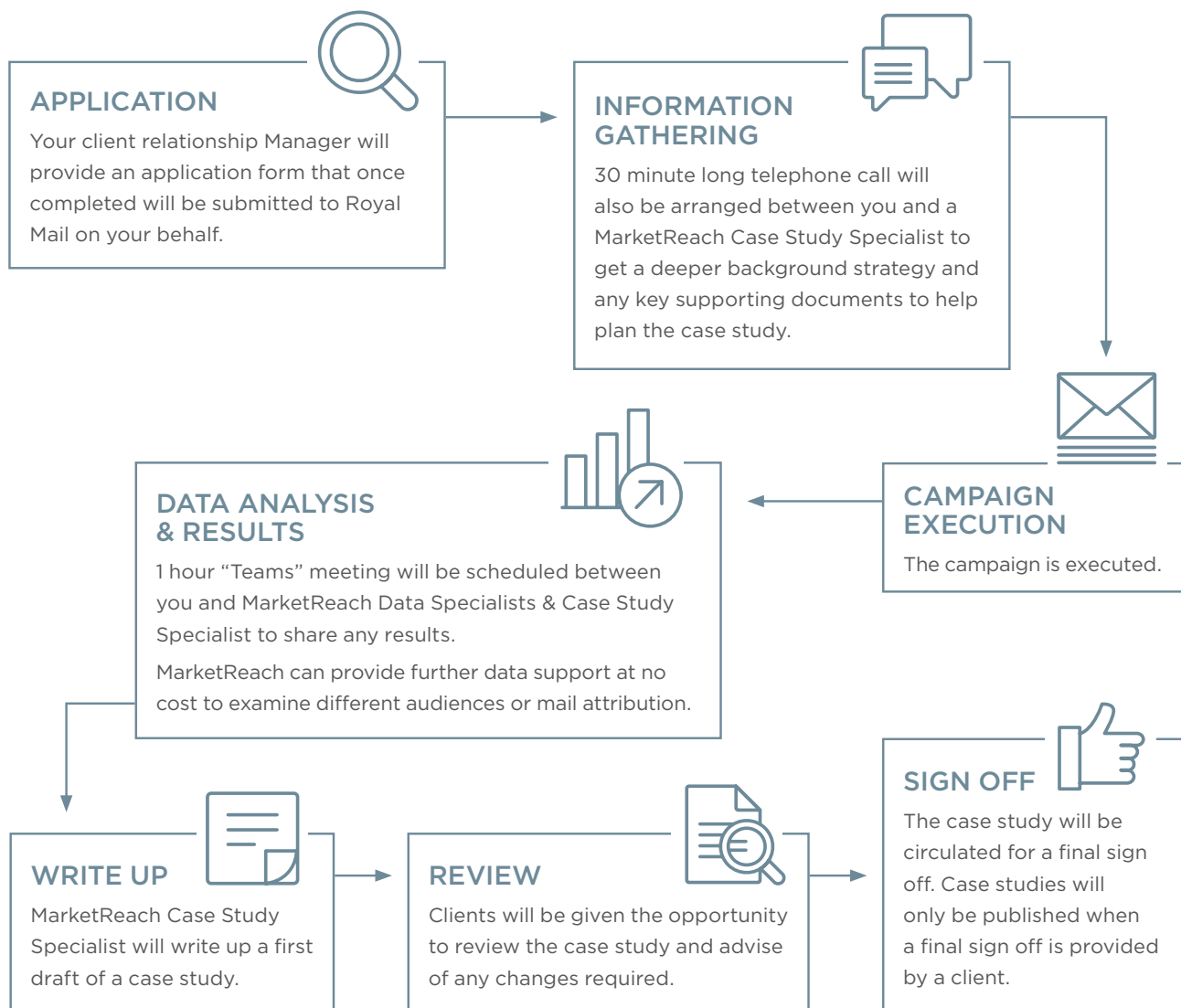


TECHNIQUES



Not sector specific

Approved case studies - Next steps



Postage credits

The postage credits achievable will be based on an assessment of the contribution to the case study, as determined by Royal Mail, with the maximum being £10,000. Unlike other incentives, upon acceptance of a successful application, Royal Mail will award 50% of the postage credit entitlement and will release the remaining 50% upon the publication of the case study report, which is a requirement of this incentive.

You can find the full incentive terms and conditions here: <https://www.royalmail.com/sites/royalmail.com/files/2021-05/case-study-incentive-terms-final-14.05.2021.pdf>

Next steps

If you are interested in participating in this incentive or would like more information, please contact your Client Relationship Manager or Sales Manager who are on hand to help.

Get in touch

to find out how we can help.

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