



26 June 2017

## Royal Mail Wholesale

4<sup>th</sup> Floor  
185 Farringdon Road  
London  
EC1A 1AA

### UNLOCKING VALUE FROM ADVERTISING MAIL

Dear Customer,

For over a year we have been working with the key trade bodies and the mailing industry to develop a Joint Industry Committee (JIC) for mail. We are delighted to report that we have made great progress on how this will work in practice and write to you today to inform you of the changes we need to make to unlock the benefits JIC can provide.

As per the attached letter from the Direct Marketing Association, we worked with trade bodies and industry players to create a JIC for mail. The purpose of JICs is to provide advertisers and their agencies with insight and metrics on their channels. It gives Advertisers and their agencies a better understanding of mail use and readership enabling them to benchmark their investment in mail against other media. It fundamentally changes the way advertisers can plan, execute and buy mail. JICs of other media channels, like BARB for TV, or RAJAR for Radio, have delivered value by enabling insight based investment decisions and we believe the JIC for mail will prove equally valuable as advertisers use it to improve media planning and increase the return on their investment.

We believe this new initiative by the mail industry will be good for the whole industry and most importantly for our customers who use mail. It will provide a robust currency that will demonstrate mail's effectiveness versus other media and therefore allow mail to compete more effectively for marketing budgets. We would like to support the industry achieve this by providing JIC with robust quality data on advertising mail volumes. We would like your support to do this.

Your Access Account Director has already discussed our proposals with you, and some of you have, very helpfully, been working with us to help shape what that support could look like. It does involve some changes to the Royal Mail Advertising Mail® and Royal Mail Responsible Mail® schedules of the Access Letters Contract. The changes enable us to more accurately report posted volumes by company brand, the details of which can be found in the formal contract change notice enclosed with this letter. Whilst we anticipate the majority of advertisers will respond positively to our request for the support of the JIC, it will be optional for advertisers to participate. We have created a solution for advertisers to opt-out of allowing JIC to use their data.

In accordance with our contractual obligations we are giving you 190 days' notice of the changes to the above named schedules. However, we would like to start collating the relevant data as soon as possible to help JIC with a successful launch. With that in mind, we hope you will consider agreeing to the change sooner. Details on how you may do this are included in the change notice enclosed.

Yours sincerely,

Luisa Fulci  
Regulated Products Director  
Consumer and Network Access