



Royal Mail Covid-19 Incentive Eligibility Guidance

This guidance document sets out the eligible mail uses, that must be posted under the incentive as a response to the Covid-19 pandemic, which will qualify for postage credits under the Covid-19 incentive:

- Any mailing from a retailer forced to close its doors, sending a direct mail letter which encourages a consumer to visit their website to purchase, or promotes availability of home delivery.
- Any mailing of a catalogue or brochure from a retailer forced to close its doors, which encourages a consumer to visit their website to purchase or promotes availability of home delivery. Only retailers with historical on-line sales at less than 70% of total sales are eligible.
- Any mailing from a retailer previously forced to close its doors promoting store opening 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/products.
- Any mailing from a brand in the 'away from home' Entertainment sector to promote future/rescheduled activity. For example, Cinema, Theatre, Festivals and Restaurants.
- Any mailing from a brand to vulnerable customers to support their physical or mental wellbeing.
- Any new mailing from a brand to reassure and thank consumers/customers in-light of the impact of Covid-19 as the mailers primary purpose.
- Any new mailing from a brand promoting additional product benefits where the original product is unable to be fully utilised due to Covid-19. For example, 3 free months in car breakdown cover or cash back from vehicle insurers to recognise under use of insurance premium.
- Any new mailing from any company to its client base promoting safety on-line with respect to preventing fraud as part of a Covid-related 'care/service' message to current customers.
- Any mailing adding a new stage in an established customer journey with the primary purpose of promoting the advertiser's products or services.

- Any new mailing in addition to the current plan promoting products and services relating to the Black Friday shopping event.
- Any new mailing in addition to the current plan promoting products and services relating to Christmas.