



19 February 2016

Royal Mail Wholesale

4th Floor
185 Farringdon Road
London
EC1A 1AA

ACCESS NOTICE: LAUNCH OF THE ROYAL MAIL GROUP SCHEME FOR GROWTH

Dear Customer,

As many of you will know already, we have been working with the Working Access Group's sub-division, the Wholesale Incentive Group and Royal Mail Retail on developing a Royal Mail Group-wide incentive scheme that will be simpler to access than our previous two promotions. On 13 January 2016 we dropped you an email to let you know that we hope to have a new incentive ready in February. I am pleased to announce today that we do have a new incentive to offer advertisers and it will be open to applications from 29 April 2016.

The Royal Mail Group Scheme for Growth launches with an incentive for advertisers that will post at least 250,000 new, incremental mailing items over a 12 month period. The incentive is designed to encourage the use of mail as an effective and efficient communication tool by offering advertisers postage item credits of between 2.5p – 10.5p for redemption against future mailings reducing the cost for advertisers to send more mail, for example mail for testing new products or creative, finding new audiences, selling more to existing customers, or reinvigorating lapsed or dormant customers. Furthermore, and the difference with this Royal Mail Group Scheme, is that these postage credits are available to advertisers regardless with whom they post their incremental mail. This means they are available via Royal Mail Retail, Royal Mail Wholesale, Access Operators or any other postal provider of addressed mail services in the UK.

Eligible advertisers can choose their start date and post for a period of 12 months from their start date so the incentive scheme fits around their marketing cycle. We will accept applications to the Scheme for a year, using it as a pilot scheme, and if it is deemed successful, we hope to roll out additional incentives under the Scheme.

Take a look on www.royalmailwholesale.com to preview the draft Terms and Conditions and the Application Form and discover how we have simplified the application.

Additionally, please find enclosed with this letter your invitation to attend an introductory launch event that we are hosting in London on 29 February 2016. We hope you will join us and use the event to also provide feedback that may help shape future incentives.

Yours sincerely,

Luisa Fulci
Regulated Products Director
Consumer and Network Access

Agenda

Invitation: Growth Incentive Scheme

Date: **29th February 2016**

Time: **14:30 - 16:45**

Place: **DMA, 70 Margaret Street, London, W1W 8SS**

Times	Description	Speaker
2.30 – 2.50	What is the scheme?	Alex Walsh, Onepost
2.50 – 3.00	How the scheme will benefit the industry	Mike Collings, Chair DMA Admail Council
3.00 – 3.30	Retail growth scheme - what did it mean to agencies and retail businesses (including time for Questions)	Mike Collings, Chair DMA Admail Council
3.30 – 3.50	Timeline and support	Luisa Fulci, Royal Mail Wholesale
3.50 – 4.35	Q and A session Please be ready with your questions: <ul style="list-style-type: none">• How does the scheme work?• How can I get involved?	Wholesale Incentive Group
4.35 – 4.45	Next Steps and Close	Stephen Agar, MD Royal Mail Wholesale

Please confirm your company's attendance to nicole.i.walker@royalmail.com with the names of your representatives that will attend? (Please be aware that the room seats 50 so we may need to restrict numbers if you invite all your company).