

ROYAL MAIL LETTERS CASE STUDY INCENTIVE

Encouraging best practice examples in mail

March 2024



THE CASE STUDY INCENTIVE

What is it and when will it be available?



01

POSTAGE CREDITS

Royal Mail will award postage credits for a case study that we believe highlights the strength of mail as a media channel.

02

POSTING DATES

The mail campaign must have run in the period between January 2024 and March 2025.

03

WHAT WILL QUALIFY

We are looking for campaigns that provide powerful evidence for the power of mail as a channel that achieves positive performance against marketing objectives.



Full terms and conditions apply

ROYAL MAIL CASE STUDIES

One of our most important tools to support the mail channel



UNRIVALLED LIBRARY OF CASE STUDIES FOR MAIL

Royal Mail has an extensive range of case studies which showcase the best performing campaigns in Direct Mail, Partially Addressed and Door Drop channels.

HOW WE USE THEM

Case studies are important to us to:

- Promote on our websites across royalmail.com and marketreach.co.uk
- Across our social media feeds.
- In our insight reports and guides.
- And in our one to one presentations with customers.

IMPORTANCE OF INSIGHT

Case studies are a critical driver in making the case for the mail channel and are important proof points for brands who both use mail currently and for those who are new to the channel. The evidence helps brands in different sectors use the channel successfully.

BUILDING BRILLIANT

This incentive is designed to encourage brands to share their best work which drives innovation and new techniques to connect brands from offline to online engagement and those optimising their mail to be sustainable.



CASE STUDY APPLICATION PROCESS



1

Identify a brand
wanting to
participate and
share a case study

2

We'll set up a call
with the relevant
parties Letter
Specialist, Agent and
participating brand

3

The call will help us
to assess the
potential value of
the case study

4

Agreement to
publish case study

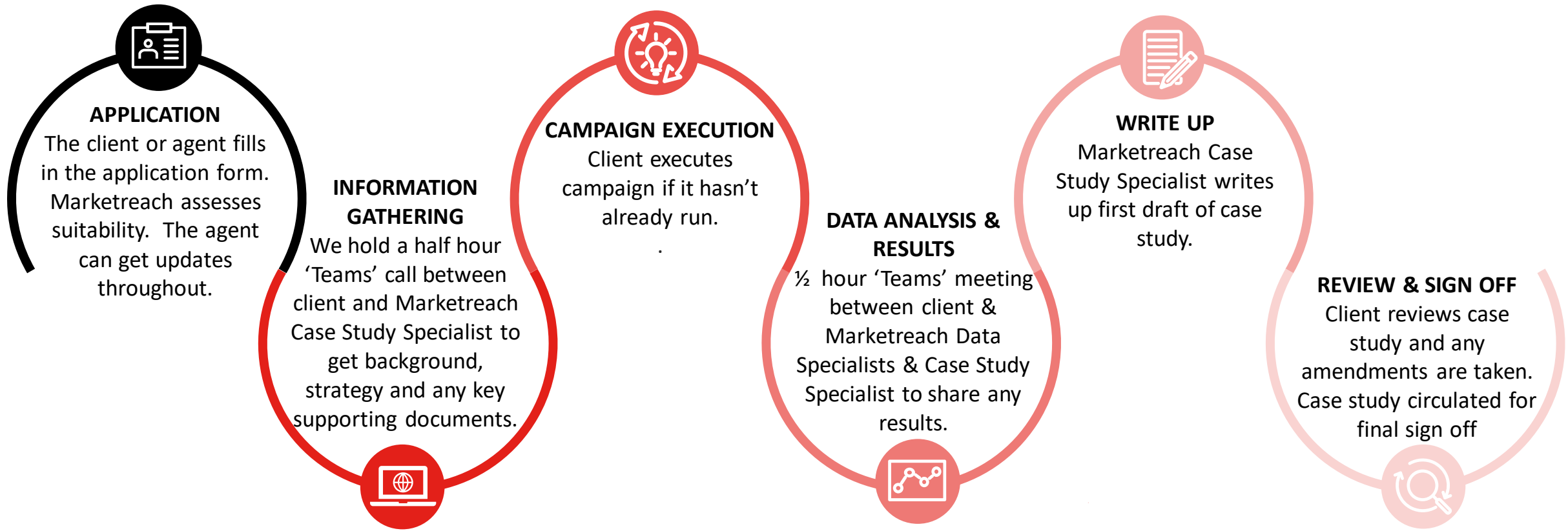
5

50% of the credit will
be paid to the
customer with 50%
paid on receipt of
the final case study



CREATING THE CASE STUDY

We work closely with the brand to create the final case study, taking out all the hard work for the end brand



WHAT INFORMATION WILL WE NEED

- What are the campaign objectives and KPIs
- An understanding of the strategic approach
- What was behind your targeting approach and what insight did you base this on
- What was the process in selecting the channels for the campaign as a whole
- What was the creative approach
- What was the call to action and how did you drive this in the communication
- Were there any tests
- How did you track the performance and measure the outcomes



WHAT ARE THE BENEFITS TO CUSTOMERS



- Save money on future mailings with postage credits making a strategic test more cost effective
- A written case study of a successful campaign for customers own internal/external use
- Promotes a brand across Royal Mails' / Wholesale online and offline touchpoints – traffic to our online sites has a positive impact on SEO
- Showcases best practice and puts your brand at the forefront of strategic thinking
- Captures the success of the campaign – useful for influencing budget decisions?
- Helps support the Royal Mail Case Study library – a resource that you can benefit from
- Keeps a trusted and measurable channel alive

CHAMPIONING SUSTAINABILITY IN THE MAIL INDUSTRY

THE IMPORTANCE OF SUSTAINABILITY IN MAIL

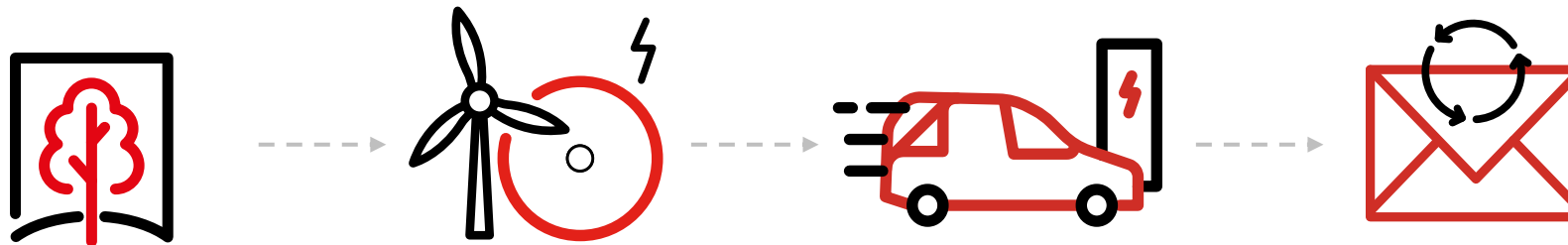
Just like every other sector and industry, in the face of an environmental and climate emergency, mail needs to continue to transition to be part of a low-carbon, nature positive and truly sustainable economy.

Business as usual is no longer feasible on a finite and warming planet with rising energy and commodity costs. Together, we must all take a more circular approach – reducing waste, pollution and greenhouse gas emissions.

As an important part of the supply chain for mail we all have a significant responsibility to demonstrate leadership and ambition in this area - to provide examples of sustainable best practice and demonstrate that mail is contributing to a more circular and sustainable economy.



HOW DOES MAIL CONTRIBUTE TO A CIRCULAR ECONOMY?



REGENERATION

Paper comes from a natural, regenerative crop - trees. Using raw materials sourced from a thriving, sustainably-certified forest supports tree planting and biodiversity, protects long-standing forests and helps draw-down more carbon dioxide from the atmosphere.

[FSC](#)

REINVENTION

Low-impact modern paper mills run on 100% renewable energy, use total chlorine-free processes and 93% of water involved is recycled - and some can even generate more renewable energy than they use.

[Two Sides](#) [Paper Advance](#) [CPI](#)

Low-carbon, energy-efficient printing processes can use biodegradable and water-based inks, find alternatives to plastics, and run on clean energy. [Inside Packaging](#)

REDUCTION

Distribution fleets are rapidly decarbonising - Royal Mail is rapidly switching to renewable energy and using more electric vehicles, electrifying operations, finding low-carbon solutions and ensuring van loads are more efficient - not forgetting posties delivery on foot. [Royal Mail](#)

RECYCLING AND REUSE

Paper is readily recycled and can be reused again and again to extend the life of mail. Over 70% of the fibres used to make paper in the UK is recycled and can be reused many times over - on average paper is reused 3.8 times, and sometimes up to 7 times. [CPI](#) [Two Sides](#)

THINGS TO CONSIDER TO MAKE YOUR MAIL MORE SUSTAINABLE

Speak to your printers to ask about how you can apply these tips to your next mail pack.



1.



ENSURE PAPER IS SOURCED FROM CERTIFIED FORESTS

Check the paper you're using is certified. A well-managed forest absorbs more carbon dioxide (CO₂) than a mature forest. In fact, forests represent the only proven "carbon capture and storage" system available at present.

2.



THINK ABOUT INK

Are the inks you're using biodegradable? Biodegradable inks use natural vegetable oils, such as soy, sunseed or rapeseed oil. Is the amount of ink coverage appropriate? Would less dense inks be suitable, saving more energy during printing?

3.



DESIGN FOR MANY LIFECYCLES

Make decision that enhance recyclability through your use of materials. Encourage end user behaviour to change too.

4.



CONSIDER SIZE AND FORMATS

Weight, size and type of paper matters. Smaller, simpler formats such as uncoated paper involve less processing, packaging and reduce carbon footprint when it comes to delivery

WHY CASE STUDIES COUNT



Why should we showcase sustainability?

- Marketing significantly contributes to climate change and as large media owner we have a major responsibility to reduce our carbon footprint
- The perception that mail isn't sustainable is the third biggest barrier to using it – that perception needs challenging
- The go paperless/greenwashing narrative is rife and is influencing the customer perception that paper (and by association 'mail') is waste
- Customers are demanding sustainability from brands – 4 out of 5 people choose a brand with a positive approach to environmental sustainability; 87% of customers want brands to act now to encourage future sustainability*

What are the opportunities?

- We've started an important journey by publishing a UK first LCA and raising awareness that mail can be a sustainable choice.
 - Real life stories make mail sustainability much more visible and could help to build competitive advantage.
- We have the opportunity to showcase sustainability best practice through case studies to help build trust, change negative perceptions and ultimately change behaviours
- Case studies can support commercial objectives such as gaining customer retention and loyalty
- Being a more sustainable channel helps to support a brand's sustainability strategies

A COMPLETE PACK OVERHAUL PROVED THAT ALL THAT GLITTERS CAN BE -SUSTAINABLE - GOLD

Background

A gold foil polywrapped mailing had proved hugely successful in the Netherlands. People's Postcode Lottery wanted to replicate it in the UK however it had a large carbon footprint that did not fit with their CSR values.

Solution

People's Postcode Lottery and Dragonfly produced a gold envelope that was both sustainable and eye-catching. The paper was responsibly sourced through Forest Stewardship Council . Working with World Land Trust, both the paper and production were carbon balanced. A double hit of solid (sustainable) metallic water-based ink was used to create the shine – any excess ink was recycled back into the production of other colours.

Eye-Tracking research revealed a secondary window above the address window was the first thing the recipient would view. To make this, and the main window, sustainable, a Matte Polystyrene Window Film was used that complied with B.S.I PAS 2020 regarding recyclability. The window film was produced using over 75% renewable energy. Finally, an environmentally friendly spot UV was used to enhance the pack.

Results

Not only was the new gold pack fully sustainable, but it also delivered a 57.2% increase in response rate vs People's Postcode Lottery's previous best performing control pack.



MOVING TO PAPER WRAP BENEFITED BOTH THE ENVIRONMENT AND THE RMT BRAND

Background

RMT has used polythene film for their monthly member communication for over a decade due to its cost-effectiveness and reliability. Changing this format was a significant challenge as stakeholders were accustomed to it.

Solution

Over the past two years, Paragon, RMT Union's print partner, has educated members about the environmental impact of single-use plastic. They transitioned the monthly communication from plastic to biodegradable film in 2022 and to a paper wrap in 2023, eliminating single-use plastic. This redesign also allowed the mailing to qualify for Mailmark™ - previously it was mailed using manual postal services, which increased sortation requirements and handling across the supply chain.

Results

Transitioning to paper not only delivered substantial environmental advantages but also bolstered members' perception of RMT, underscoring the Union's dedication to its CSR goals.



A CLEAR FRAMEWORK TOOK EXODUS TRAVELS ON A JOURNEY TO SUSTAINABILITY

Background

Exodus Travels prioritizes sustainability across their operations, including marketing. In 2023, Exodus Travels and their partner Webmart set out to optimise their acquisition mail by increasing response while minimising its environmental impact.

Solution

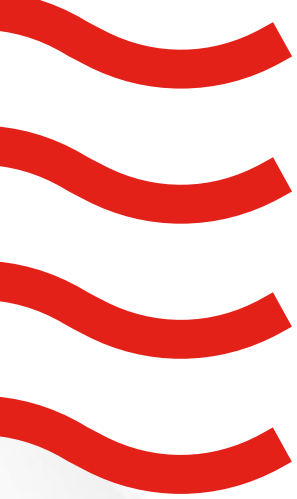
Webmart used their 'Ecometrics' Carbon Calculation service to comprehensively assess and reduce the carbon footprint of Exodus Travels' campaign. They calculated emissions for all campaign element and provided Exodus Travels with both standard and carbon-neutral pricing options. They then optimized data to reduce wastage and the format to minimize carbon impact. The use of carbon-neutral postage through Enviromail enhanced sustainability efforts. Webmart's comprehensive reporting allowed Exodus Travels to incorporate reductions into their broader greenhouse gas protocol measurement framework.

Results

A 57% reduction in carbon emissions was attained, equivalent to a decrease of 1,064kg. The campaign also resulted in improved response rates.



Source: SMP Awards 2023



TOGETHER WE CAN

1.

**CHAMPION
CIRCULARITY**

2.

**ENHANCE
REGULATION**

3.

**SHARE BEST
PRACTICE**

4.

**RADICALLY SHIFT
SUPPLY CHAINS**



 **marketreach**
unleash the magic of mail



THANK YOU

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