



The **Delivery**
Group

SEASONAL INCENTIVE

JANUARY TO MARCH 2020
INCENTIVE



CONTENTS

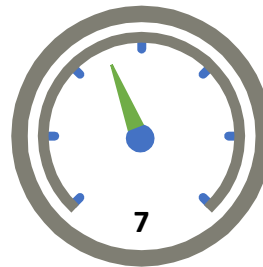
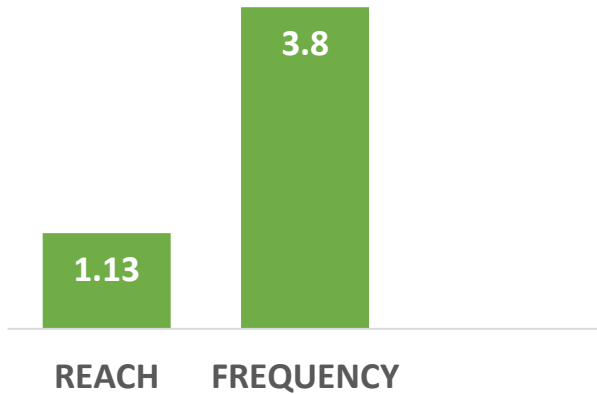
- The key metrics for your sector
- The offer details
- The practicalities of applying
- Appendix

KEY METRICS FOR YOUR SECTOR

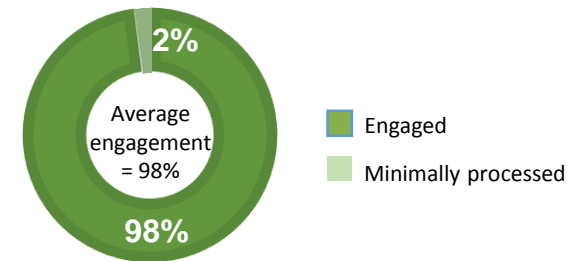


FINANCIAL AND INSURANCE SERVICES

INTERACTIONS WITH MAIL



Addressed mail
Time in the home



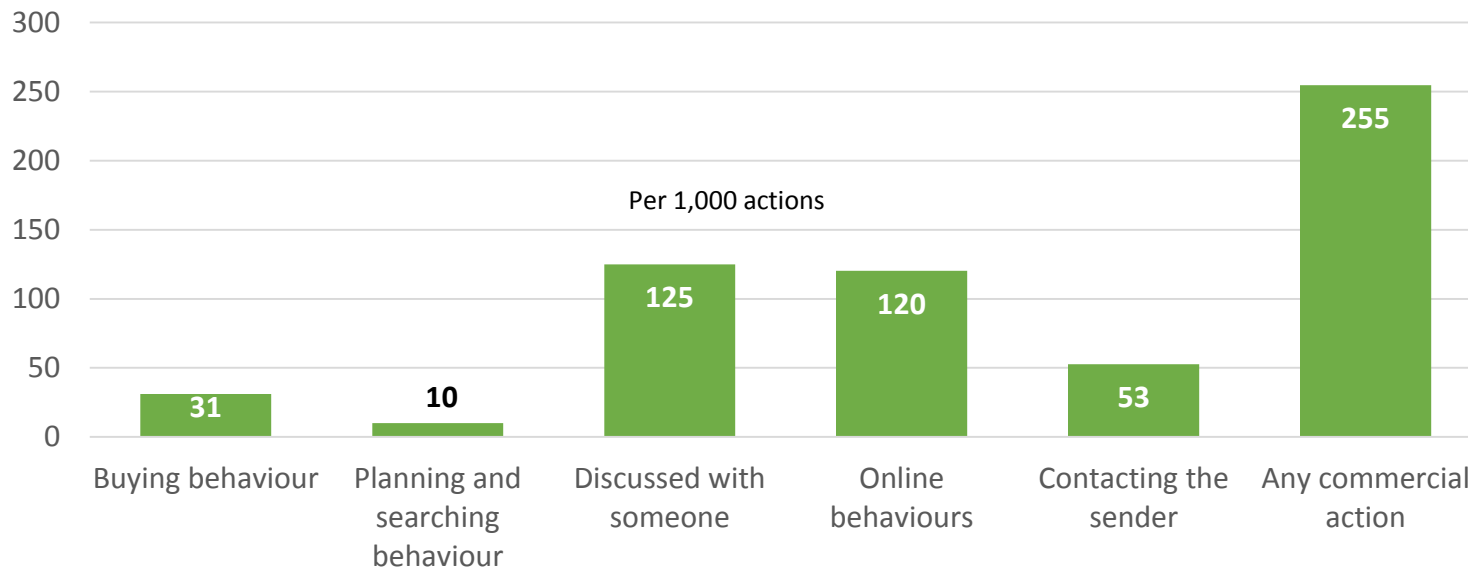
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FINANCIAL AND INSURANCE SERVICES

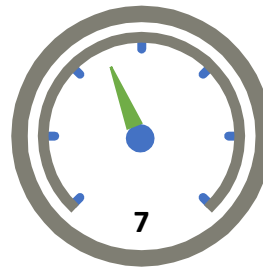
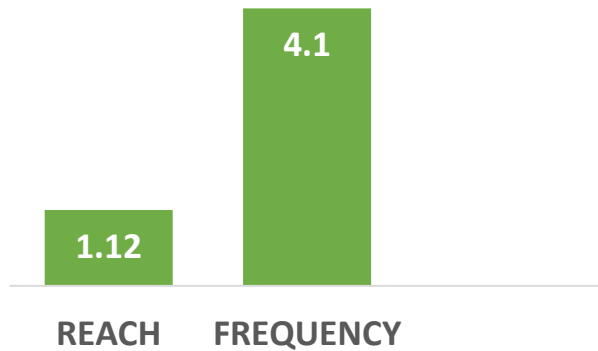
ADDITIONAL COMMERCIAL ACTIONS

25% of those financial and insurance services mail go on to do one of these commercial actions

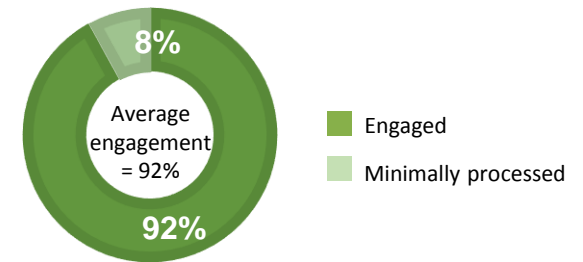


MAIL ORDER / ONLINE RETAILER

INTERACTIONS WITH MAIL



Addressed mail
Time in the home



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MAIL ORDER / ONLINE RETAILER

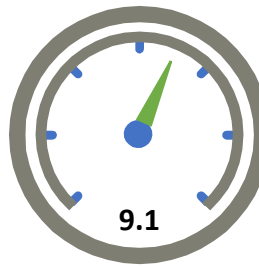
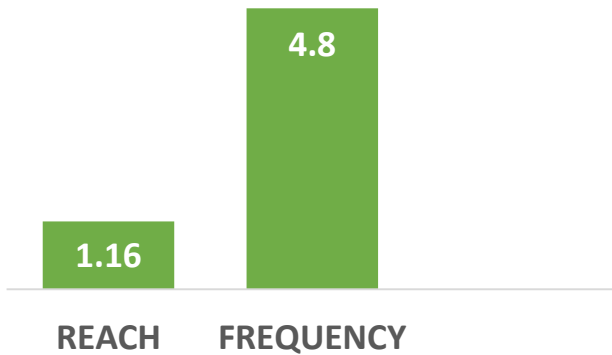
ADDITIONAL COMMERCIAL ACTIONS

25% of those receiving mail order / online retailer mail go on to do one of these commercial actions

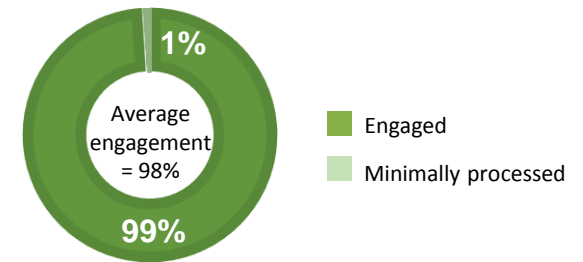


GOVERNMENT / COUNCIL

INTERACTIONS WITH MAIL



Addressed mail
Time in the home



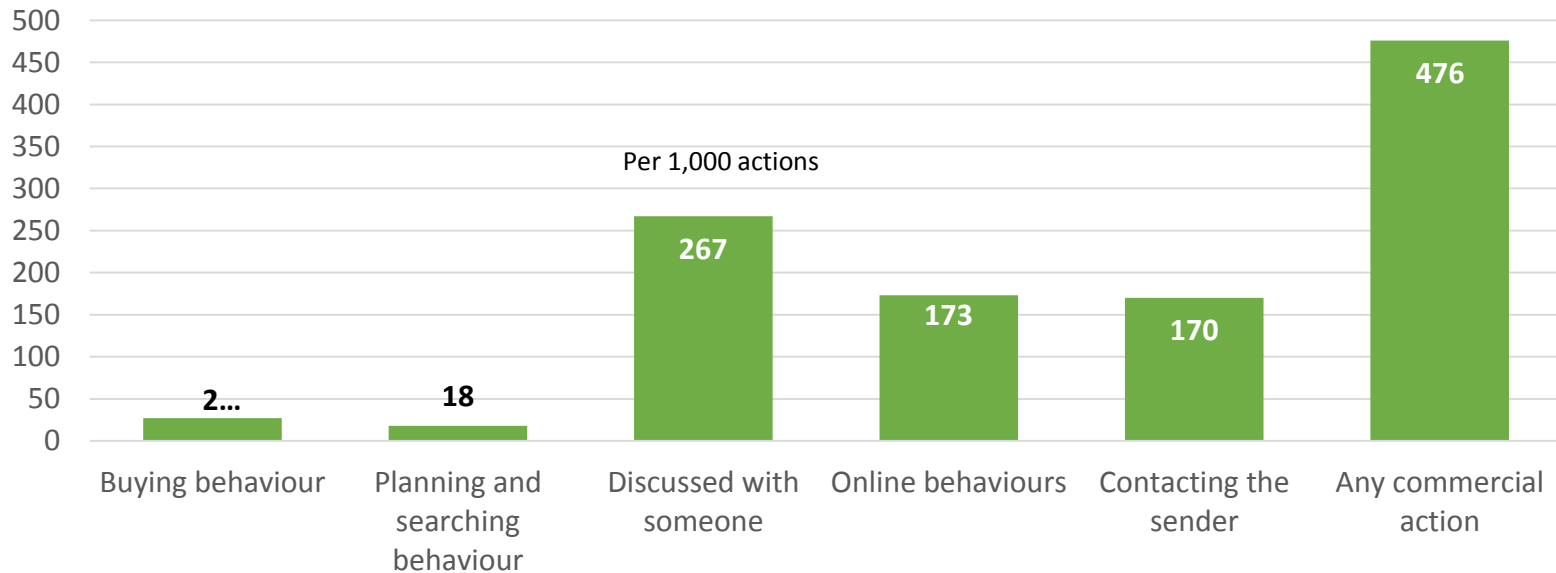
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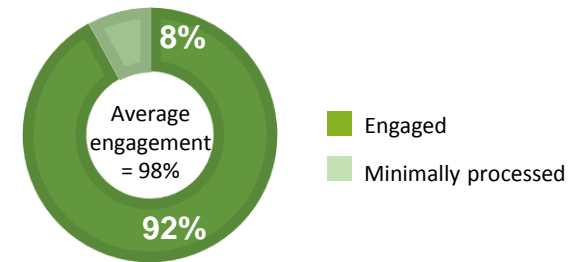
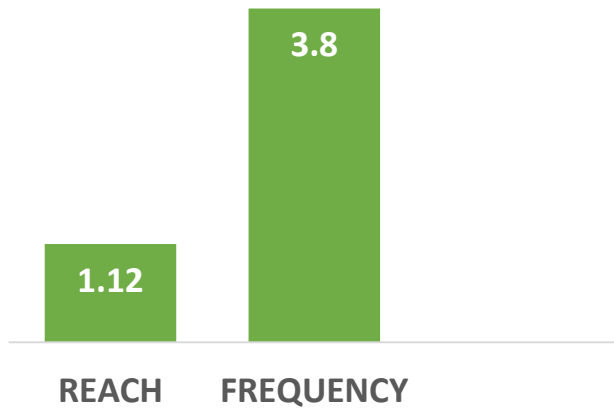
ADDITIONAL NON-PHYSICAL ACTIONS

47% of government / council mail go on to do one of these non-physical actions



TRAVEL / TOURISM / ATTRACTIONS

INTERACTIONS WITH MAIL



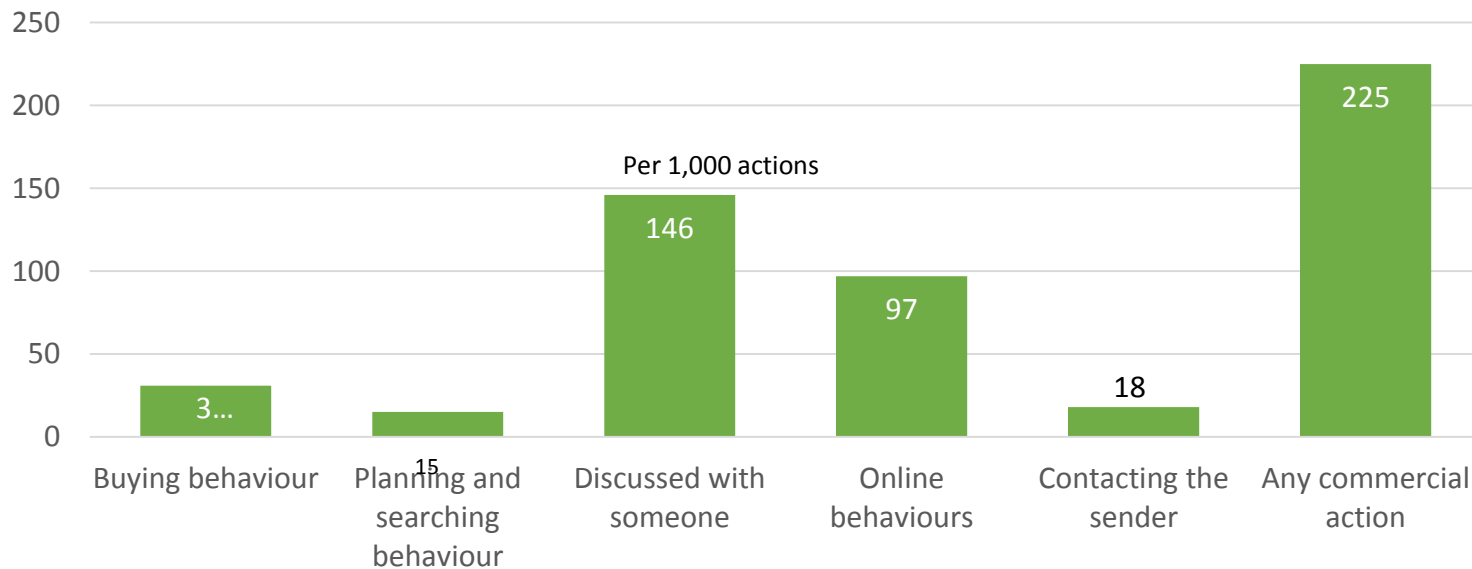
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TRAVEL / TOURISM / ATTRACTIONS

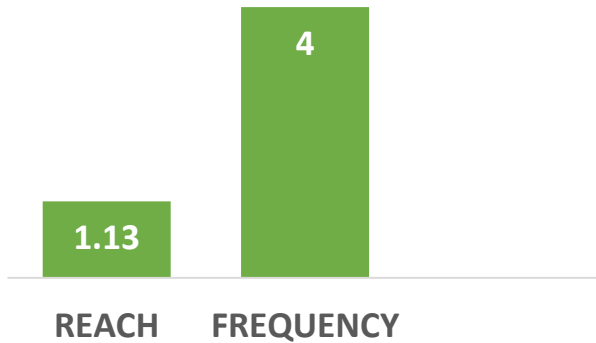
ADDITIONAL COMMERCIAL ACTIONS

22% of those travel / tourism / attractions mail go on to do one of these commercial actions

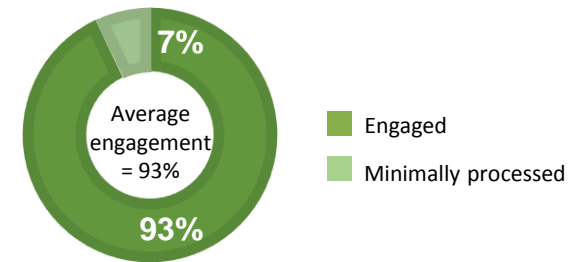


RETAILER – CLOTHING / HOUSEHOLD / ELECTRICAL

INTERACTIONS WITH MAIL



Addressed mail
Time in the home



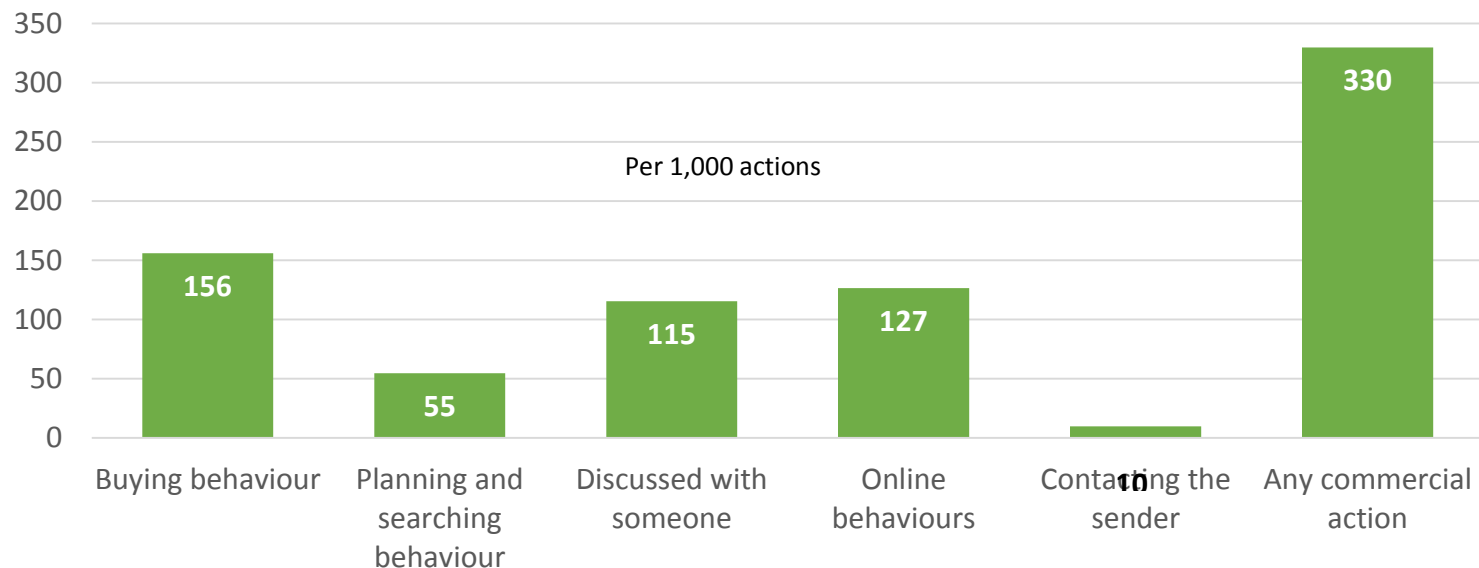
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RETAILER – CLOTHING / HOUSEHOLD / ELECTRICAL

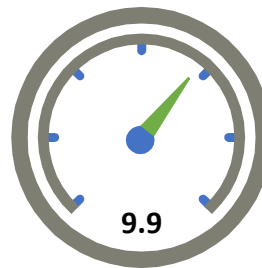
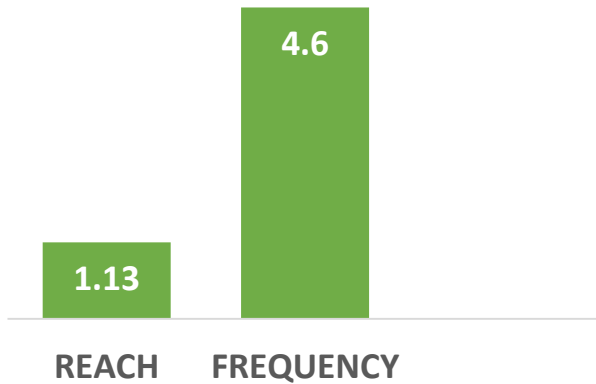
ADDITIONAL COMMERCIAL ACTIONS

33% of those receiving retailer-clothing / household / electrical mail go on to do one of these commercial actions

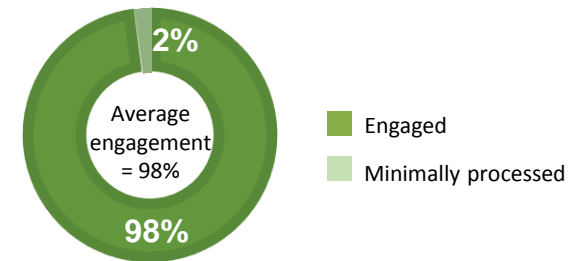


SUPERMARKET OR GROCERY STORE

INTERACTIONS WITH MAIL



Addressed mail
Time in the home



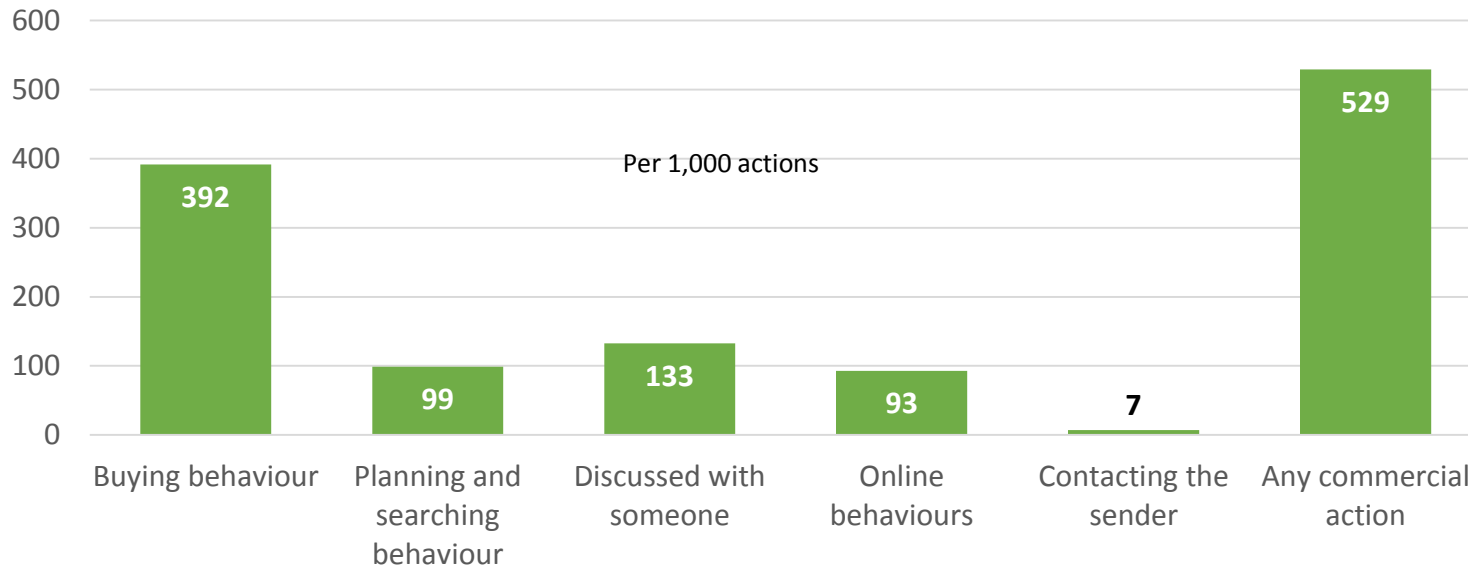
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SUPERMARKET OR GROCERY STORE

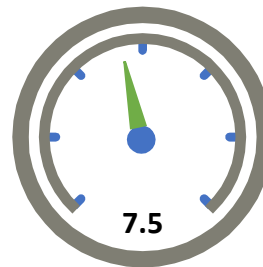
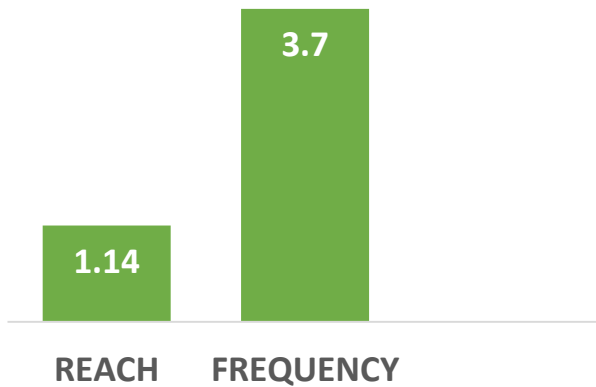
ADDITIONAL COMMERCIAL ACTIONS

52% of those supermarket or grocery store mail go on to do one of these commercial actions

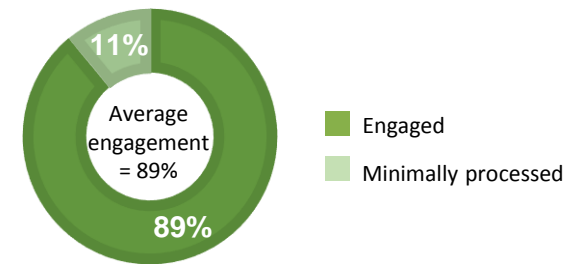


TV / BROADBAND / LANDLINE / MOBILE

INTERACTIONS WITH MAIL



Addressed mail
Time in the home



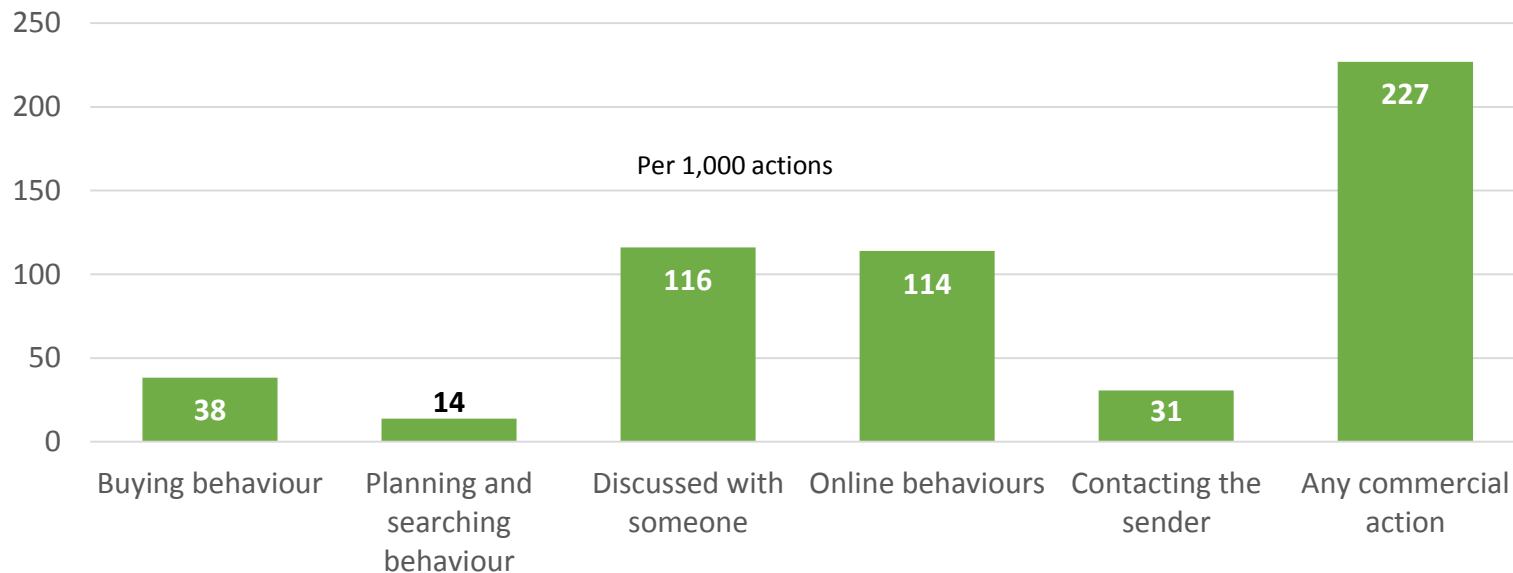
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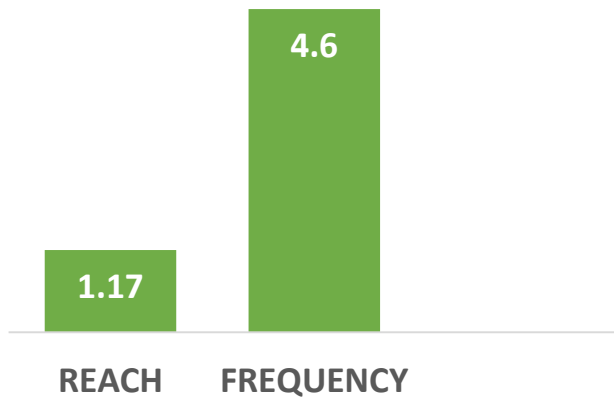
ADDITIONAL COMMERCIAL ACTIONS

22% of those receiving telco / broadband / landline / mobile mail go on to do one of these commercial actions

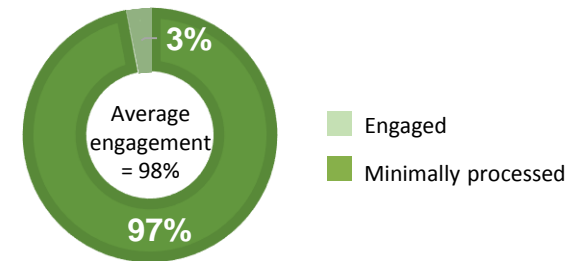


MEDICAL – NHS / DENTAL / PRIVATE HEALTHCARE / CHEMIST / OPTICAL

INTERACTIONS WITH MAIL



Addressed mail
Time in the home



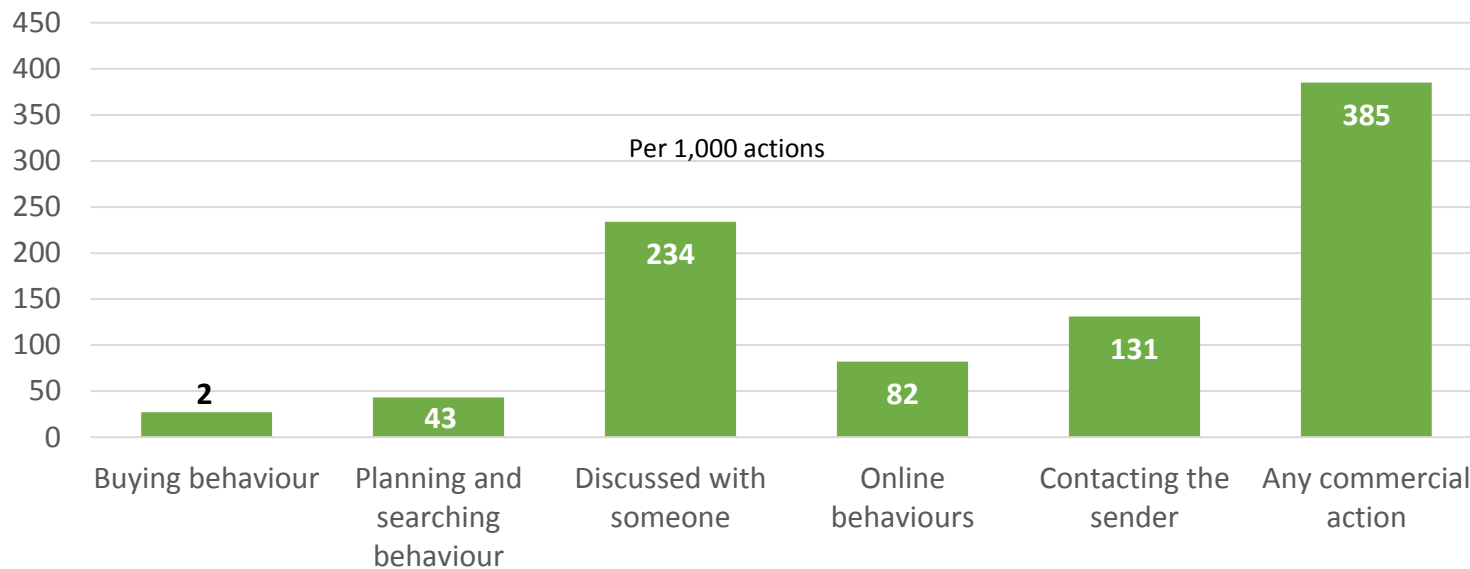
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MEDICAL – NHS / DENTAL / PRIVATE HEALTHCARE / CHEMIST / OPTICAL

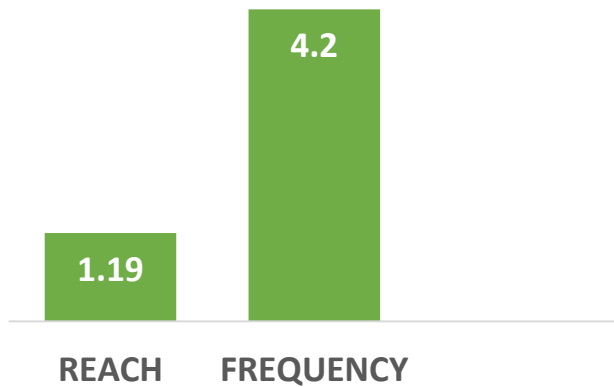
ADDITIONAL COMMERCIAL ACTIONS

38% of those medical (NHS / dental / private healthcare / chemist / optical) mail go on to do one of these commercial actions

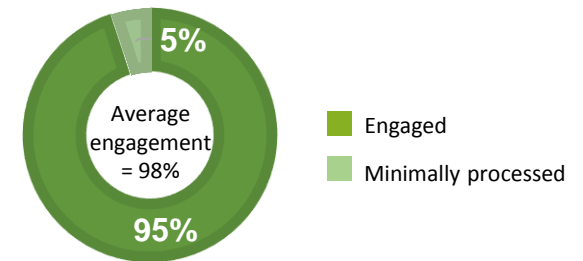


CAR DEALER / MANUFACTURER

INTERACTIONS WITH MAIL



Addressed mail
Time in the home



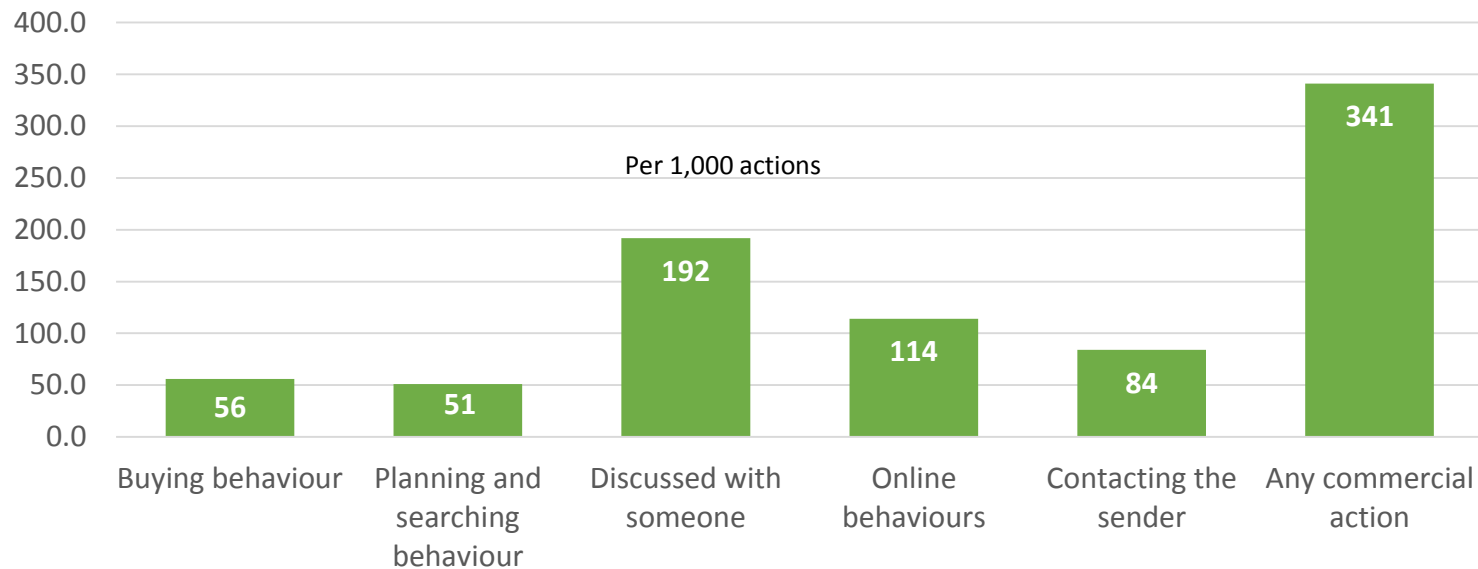
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CAR DEALER / MANUFACTURER

ADDITIONAL COMMERCIAL ACTIONS

34% of those car dealer / manufacturer mail go on to do one of these commercial actions



KEY DATES

JANUARY TO MARCH 2020 INCENTIVE



OPENING DATE



**APPLICATION
DEADLINE**



VALID DATES

THE PRACTICALITIES OF APPLYING

MANDATORY REQUIREMENTS

HIGH LEVEL REQUIREMENTS FOR JANUARY TO MARCH 2020 OFFER



For Mailmark Advertising Mail,
Responsible & Partially Addressed
Letters and Large Letters up to 250g



Post at least 30,000 incremental items
to qualify for this incentive



No postcards.
(Single piece mailers are allowed)



02 January 2020 to
27 March 2020



Trays only.
Letters must be submitted in trays to
ensure sorting is quick and easy

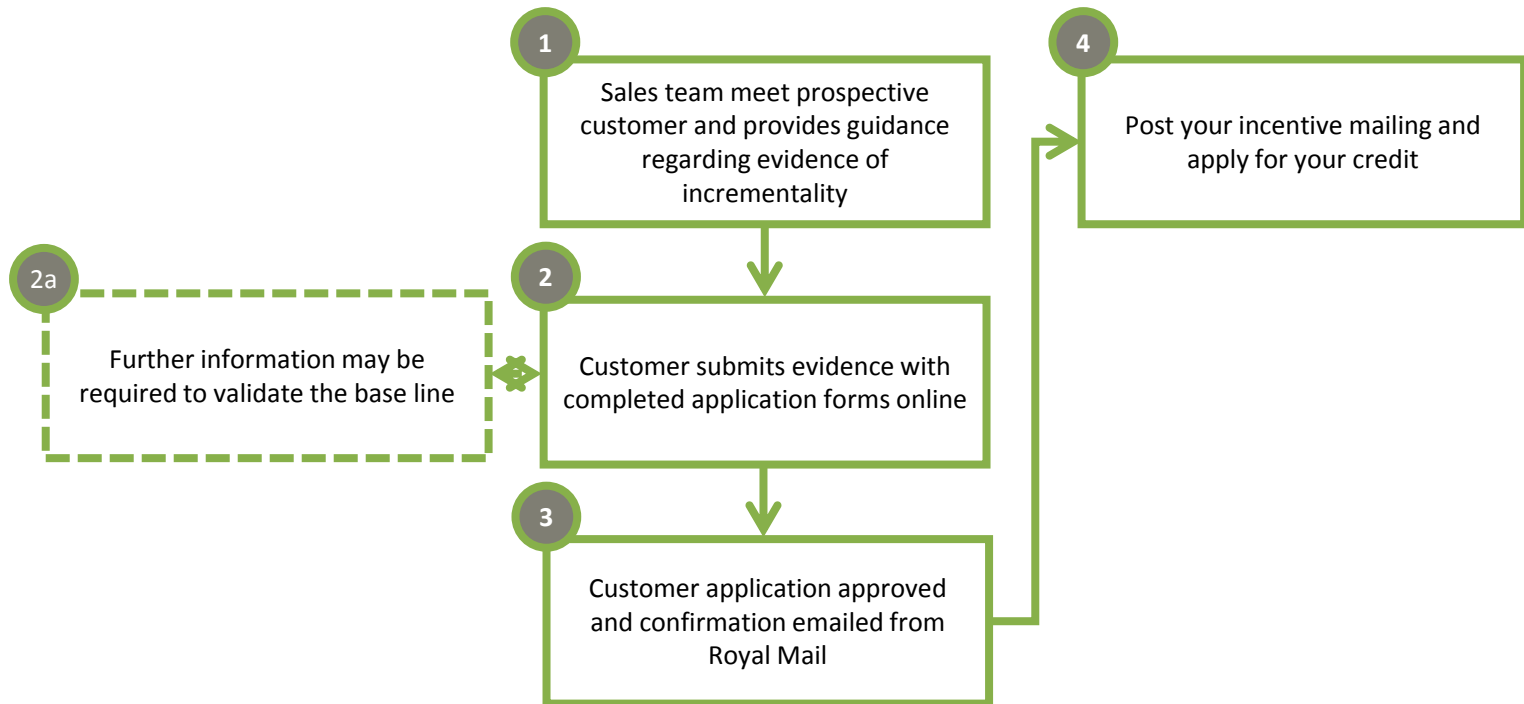


Postage credits paid as credit voucher
or into customers' posting account.
Credits will be valid for 12 months

THE APPLICATION PROCESS



THE VALIDATION PROCESS



HOW TO APPLY FOR THE SPECIAL OFFER

1. Apply now, you can download your application form on our website.
2. You may be requested to provide additional documentation to evidence incremental volume:
 - a) 12-month mailing/campaign plans dated before and after the announcement of the incentive showing volume that was in the plan
 - b) Dated internal communication showing the decision-making process agreeing to use the incentive; or internal business case showing an increase in advertising budget to accommodate more volume
 - c) If you do not have any of the above, we require an email from a director of the company confirming that the volume is incremental and exceeds the volume posted in the corresponding period in 2019 and is only being posted because of the incentive.

APPENDIX

CALENDAR EVENTS 2020 DURING OFFER PERIOD

February 14th	Friday	St Valentine's Day
February 17th	Monday	Random Acts of Kindness Day
February 25th	Tuesday	Shrove Tuesday, Pancake Day
March 1st	Sunday	St David's Day
March 5th	Thursday	World Book Day
March 11th	Wednesday	National No Smoking Day
March 9-13th	Monday - Friday	Red Nose Day
March 17th	Tuesday	St. Patrick's Day (Bank Holiday in Northern Ireland)
March 20th	Friday	First Day of Spring
March 22nd	Sunday	Mother's Day
April 1st	Wednesday	April Fool's Day
April 4th	Saturday	The Grand National
April 10th	Friday	Good Friday (Bank Holiday)
April 12th	Sunday	Easter Sunday
April 13th	Monday	Easter Monday (Bank Holiday except in Scotland)

SECTOR SPEND Q4 JAN TO MARCH 2017 TO 2019

IN ASCENDING ORDER OF SECTOR WITH LARGEST VOLUME OF DIRECT MAIL TO SMALLEST

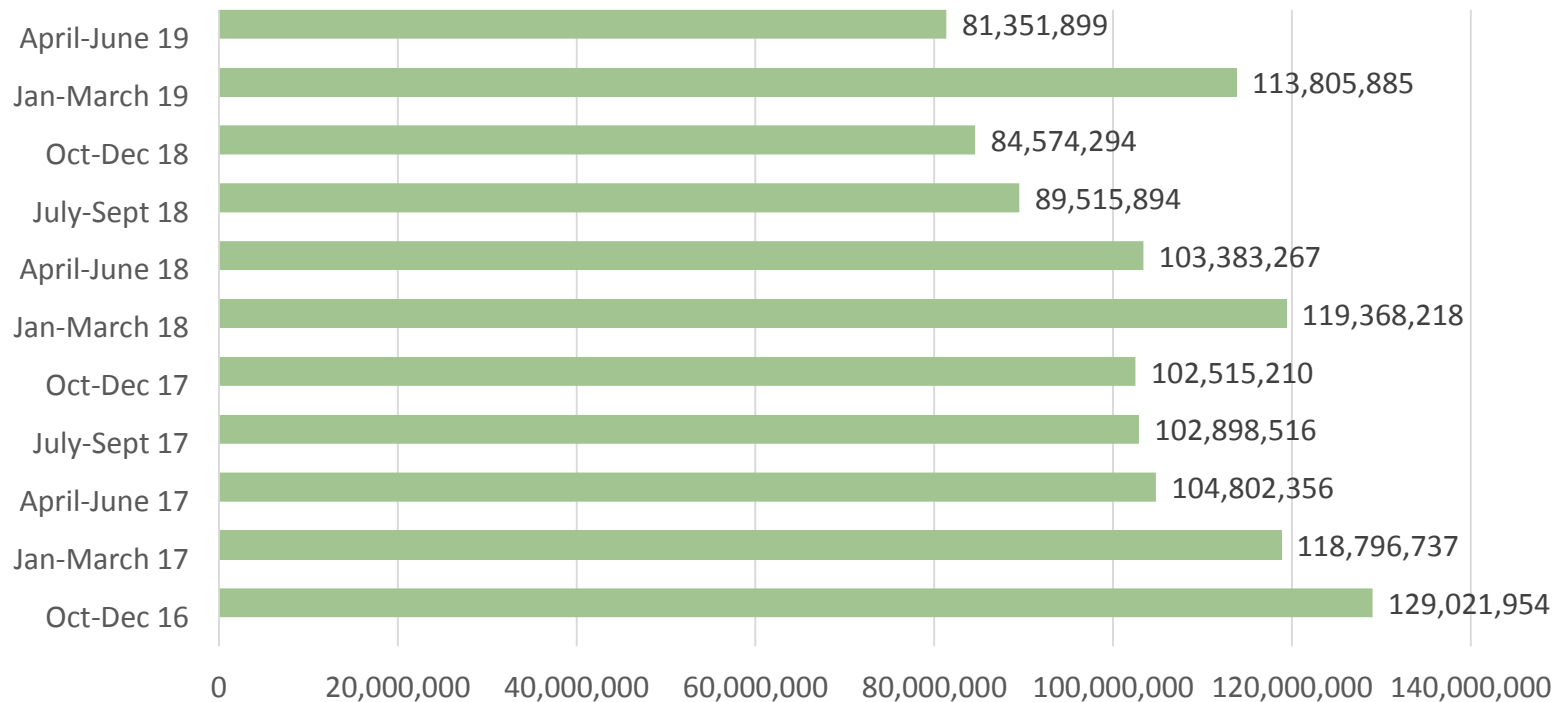
	Volume	Volume	Volume	
Product Cat Major	Q4 2017	Q4 2018	Q4 2019	TOTAL
Finance	118,796,737	119,368,218	113,805,885	351,970,840
Mail Order	120,988,650	123,368,154	84,488,397	328,845,201
Government Social Political Organisation including charities	116,957,109	110,250,262	66,587,758	293,795,129
Travel & Transport	37,531,973	38,670,754	42,199,118	118,401,845
Retail	36,587,813	37,299,467	43,943,123	117,830,403
Telecoms	30,047,673	25,005,634	35,498,190	90,551,497
Entertainment & Leisure	10,141,408	17,726,047	8,057,092	35,924,547
Business & Industrial	8,189,363	12,696,930	10,680,575	31,566,868
Electronics, Household Appliances & Tech	11,945,024	11,027,080	7,290,604	30,262,708
Clothing & Accessories	8,873,638	13,982,228	4,299,111	27,154,977
Health & Wellbeing	5,251,307	10,770,001	9,858,761	25,880,069
Household Equipment & DIY	7,061,947	7,638,763	7,809,896	22,510,606

SECTOR SPEND Q4 JAN TO MARCH 2017 TO 2019

Product Cat Major	Q4 2017	Q4 2018	Q4 2019	TOTAL
Motors	6,101,784	3,130,637	4,653,913	13,886,334
Food	3,424,231	1,430,218	3,242,297	8,096,746
Media	2,844,562	2,690,666	1,760,841	7,296,069
Property	505,016	811,851	3,922,141	5,239,008
Online Retail	3,543,530	1,086,314	474,345	5,104,189
Drink	1,220,277	2,050,825	-	3,271,102
Gardening & Agriculture	1,905,257	1,015,599	99,466	3,020,322
Cosmetics & Personal Care	865,824	420,441	1,664,938	2,951,203
Household FMCG	0	135,386	489,744	625,130
Miscellaneous	171,183	-	-	171,183
Office Equipment & Stationery	140,678	29,049	-	169,727
Leisure Equipment	0	-	147,098	147,098
Computers	0	51,228	-	51,228

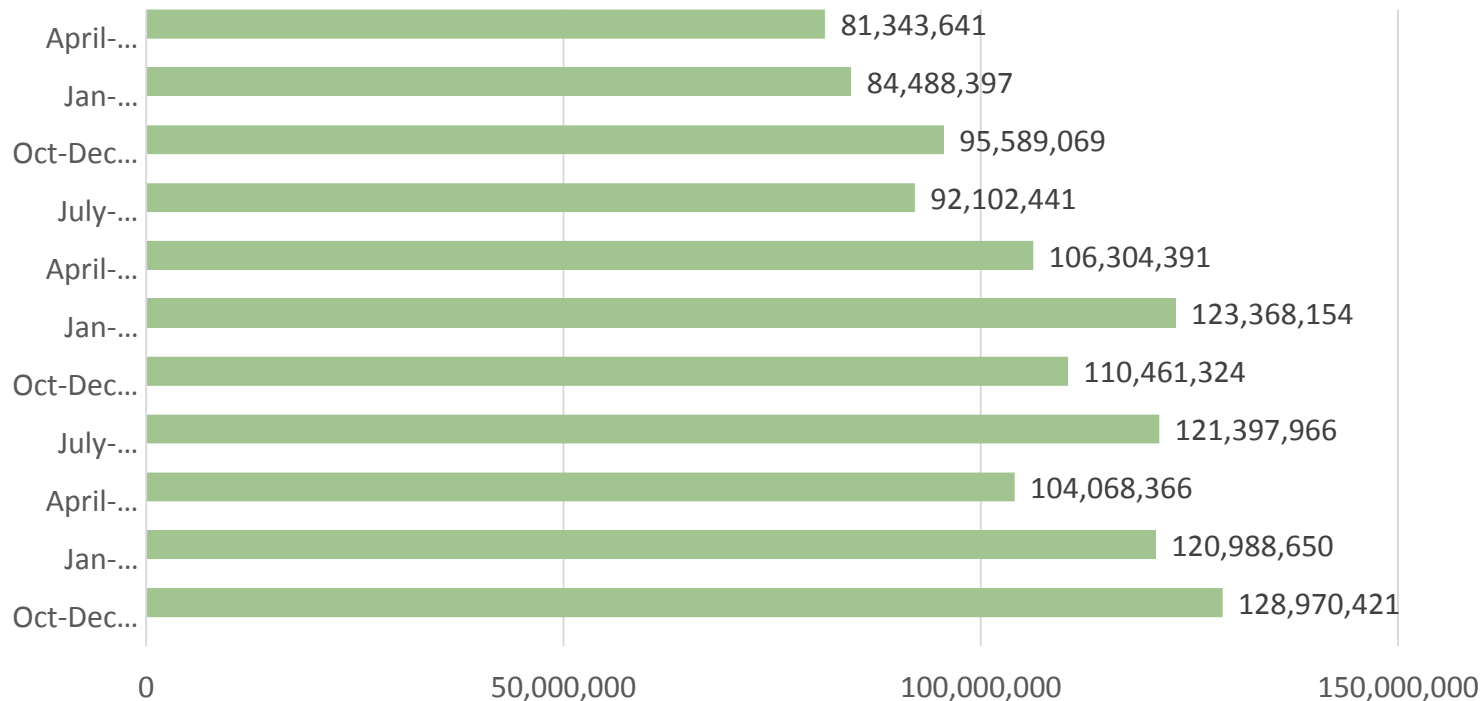
FINANCE SECTOR

QUARTERLY MAIL VOLUMES FROM Q3 2016 TO Q1 2019.



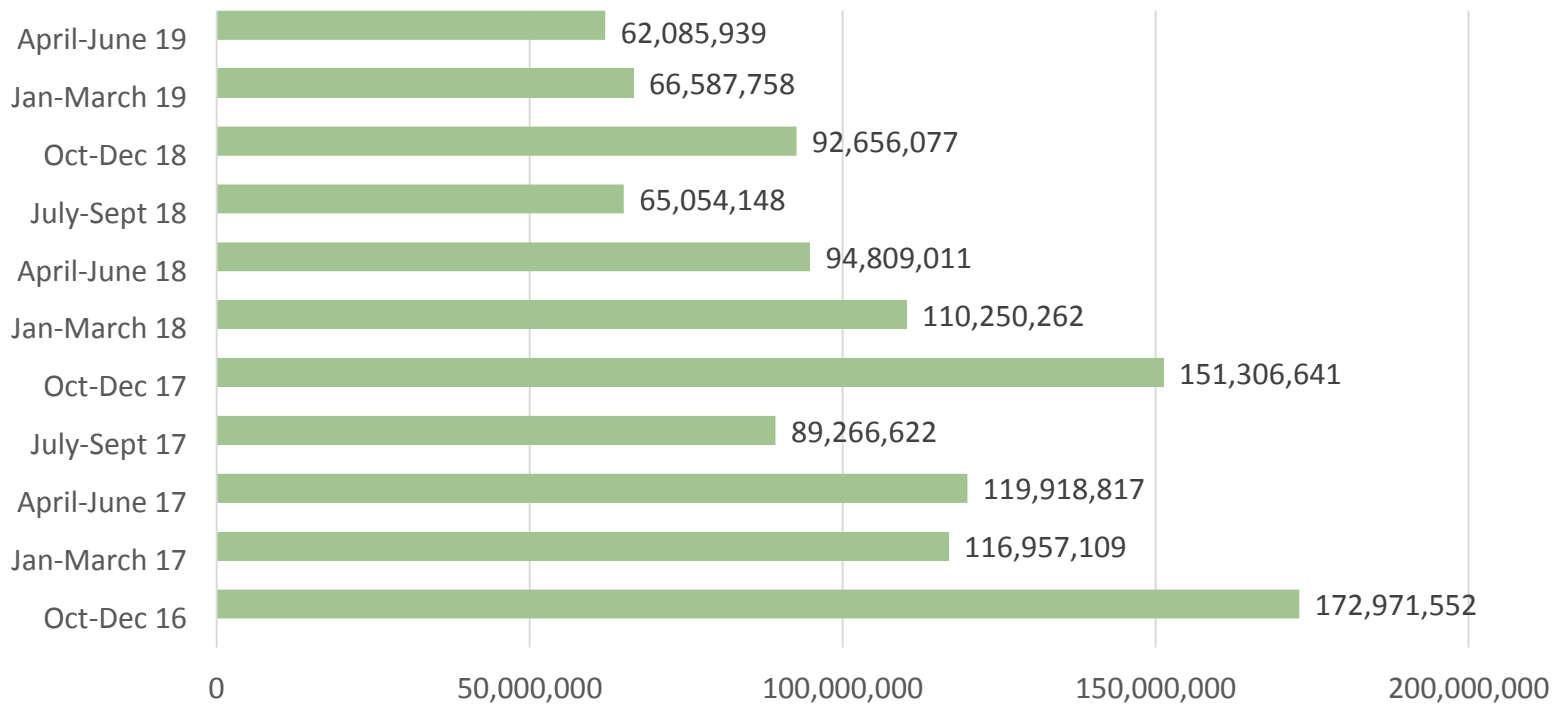
MAIL ORDER SECTOR

QUARTERLY MAIL VOLUMES FROM Q3 2016 TO Q1 2019



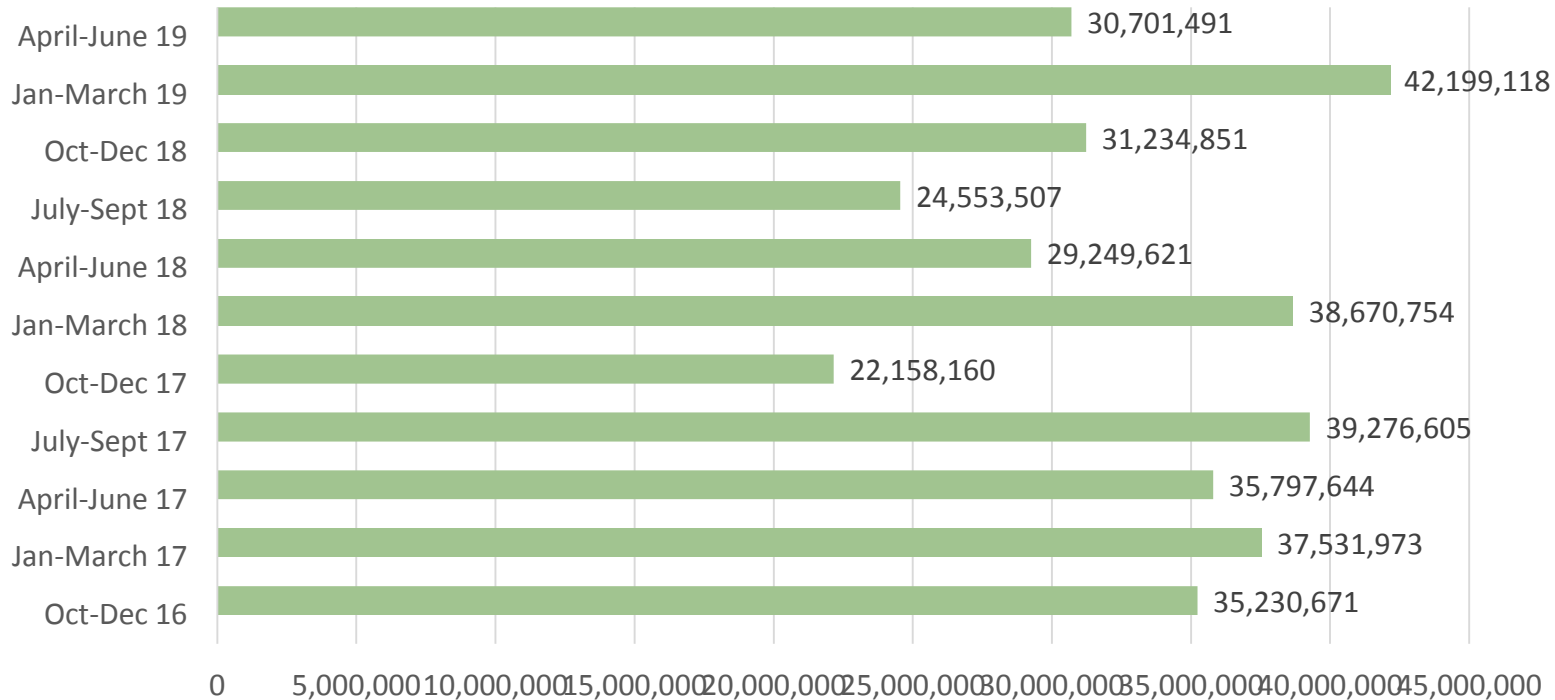
GOVERNMENT SECTOR

QUARTERLY MAIL VOLUMES FROM Q3 2016 TO Q1 2019



TRAVEL & TRANSPORT SECTOR

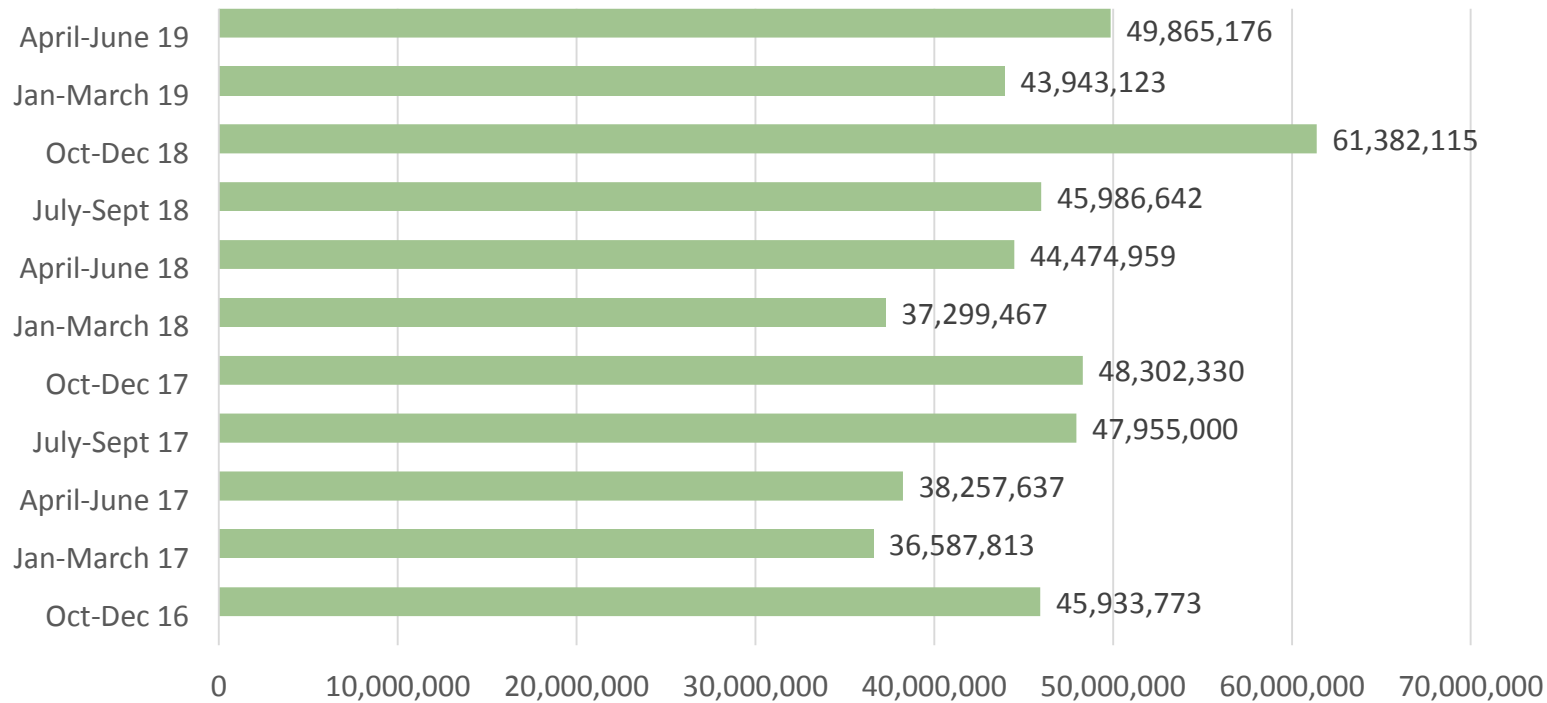
QUARTERLY MAIL VOLUMES FROM Q3 2016 TO Q1 2019



port covers mail volumes from the time period from 1 September 2016 to 31 August 2019.

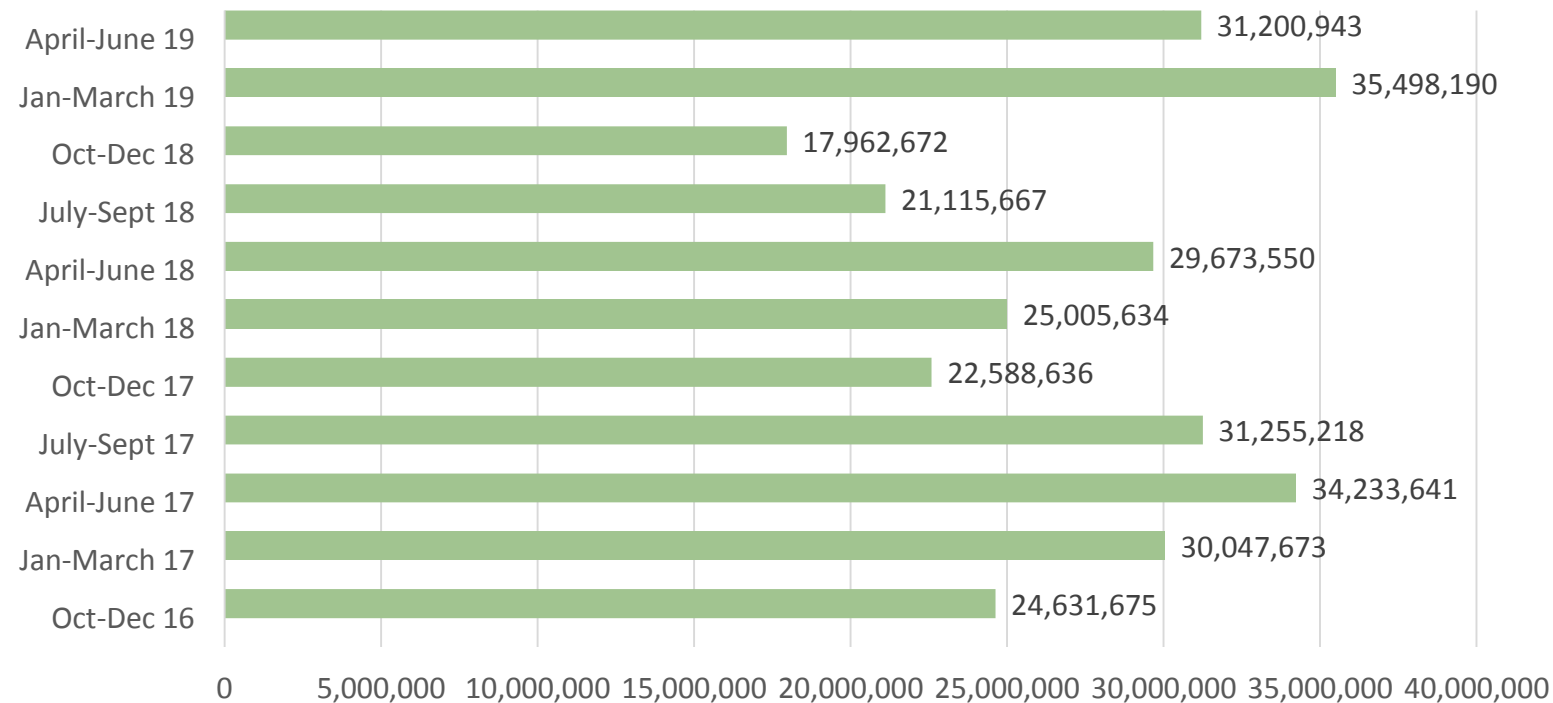
RETAIL SECTOR

QUARTERLY MAIL VOLUMES FROM Q3 2016 TO Q1 2019



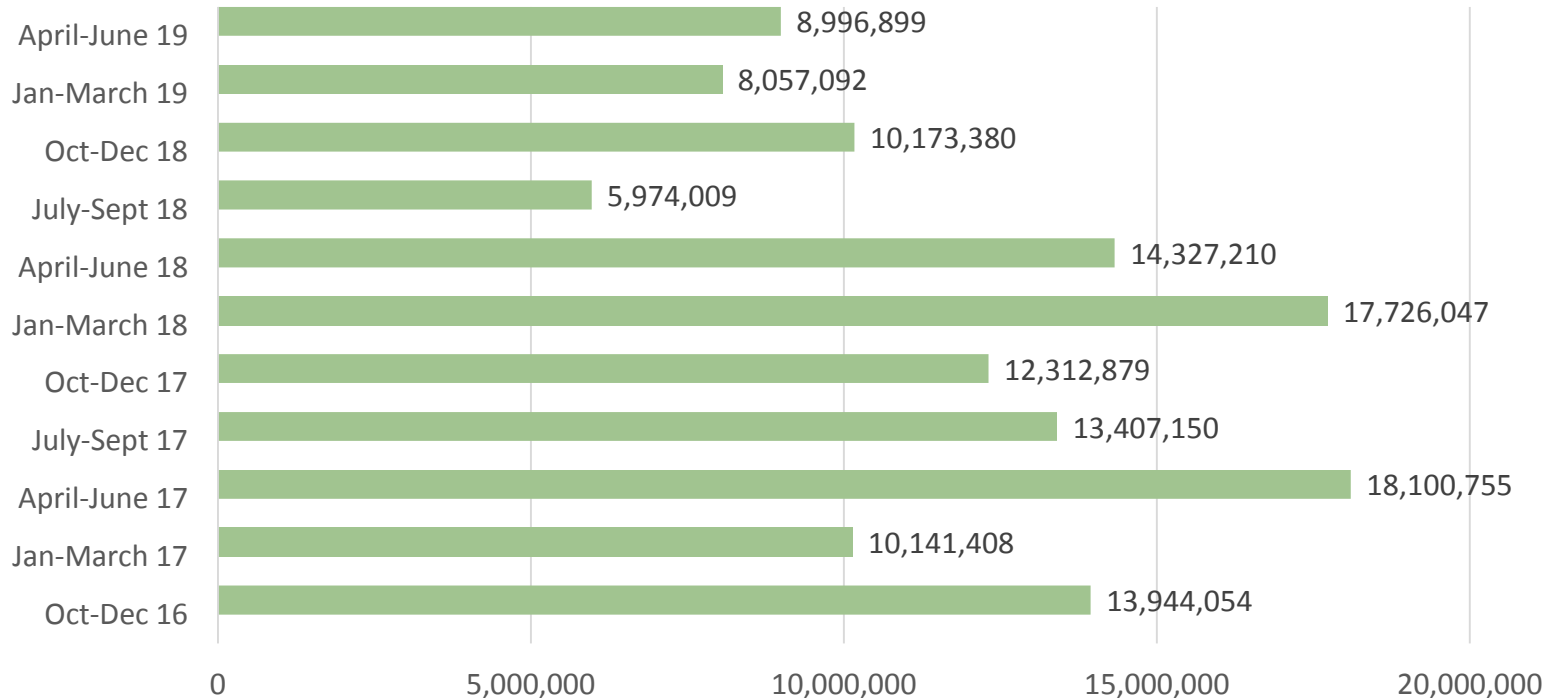
TELECOMS SECTOR

QUARTERLY MAIL VOLUMES FROM Q3 2016 TO Q1 2019



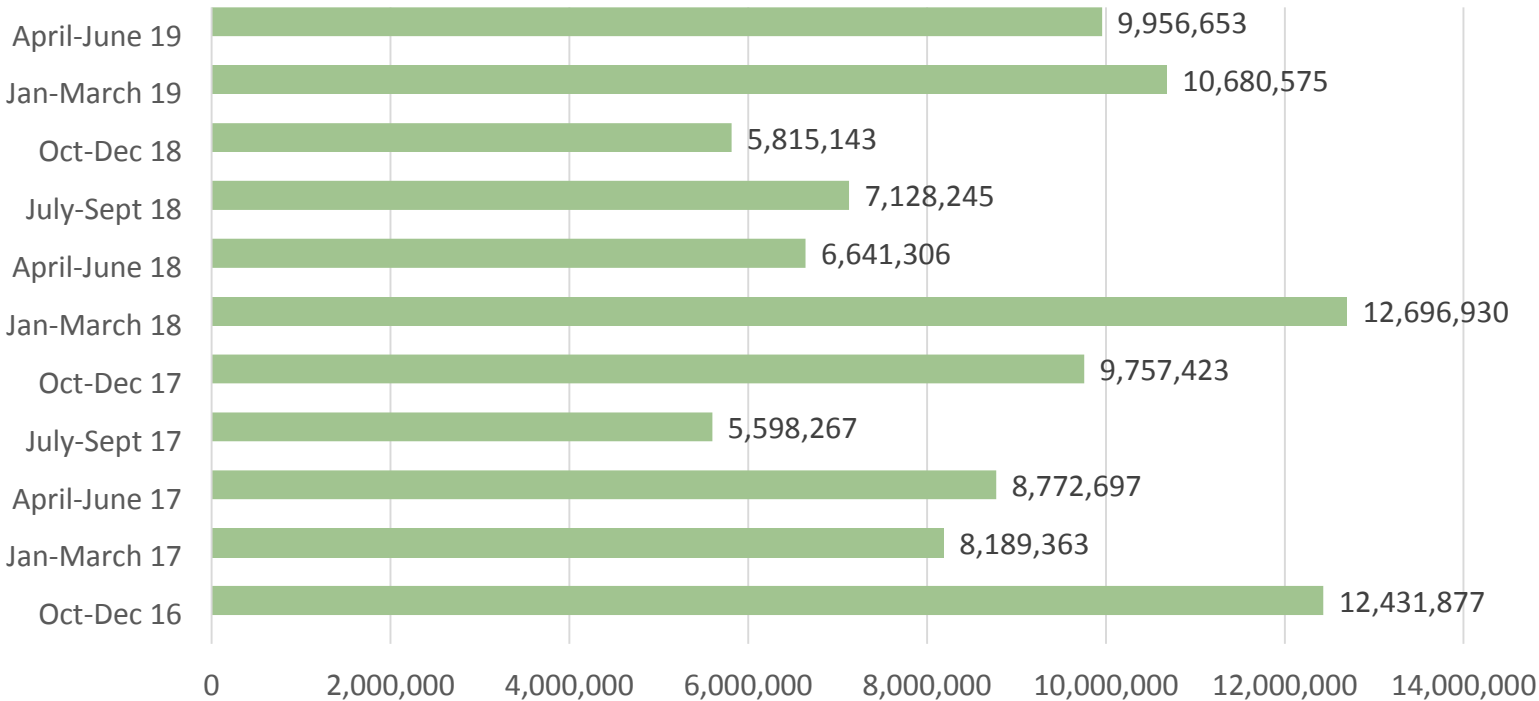
ENTERTAINMENT & LEISURE SECTOR

QUARTERLY MAIL VOLUMES FROM Q3 2016 TO Q1 2019



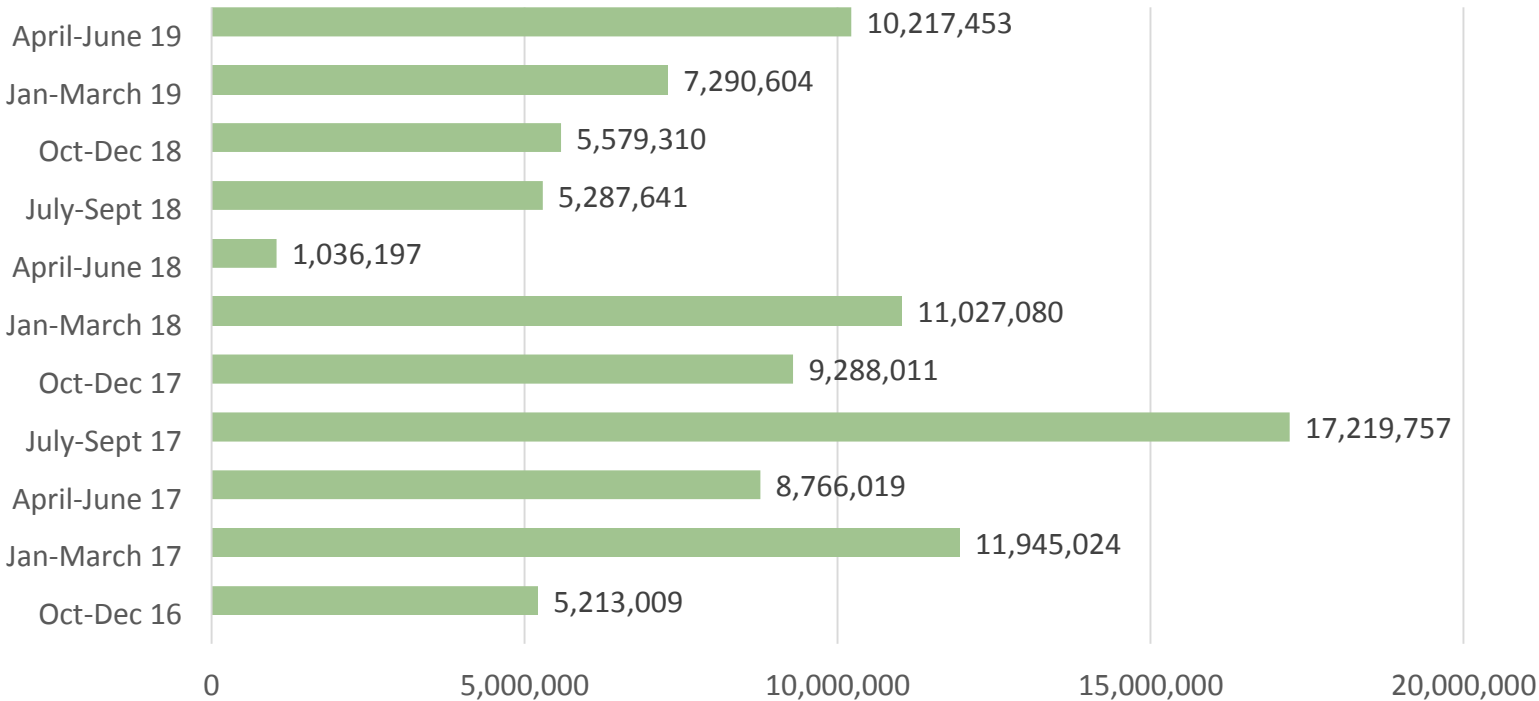
BUSINESS & INDUSTRIAL SECTOR

QUARTERLY MAIL VOLUMES FROM Q3 2016 TO Q1 2019



ELECTRONICS, HOUSEHOLD APPLIANCES & TECH SECTOR

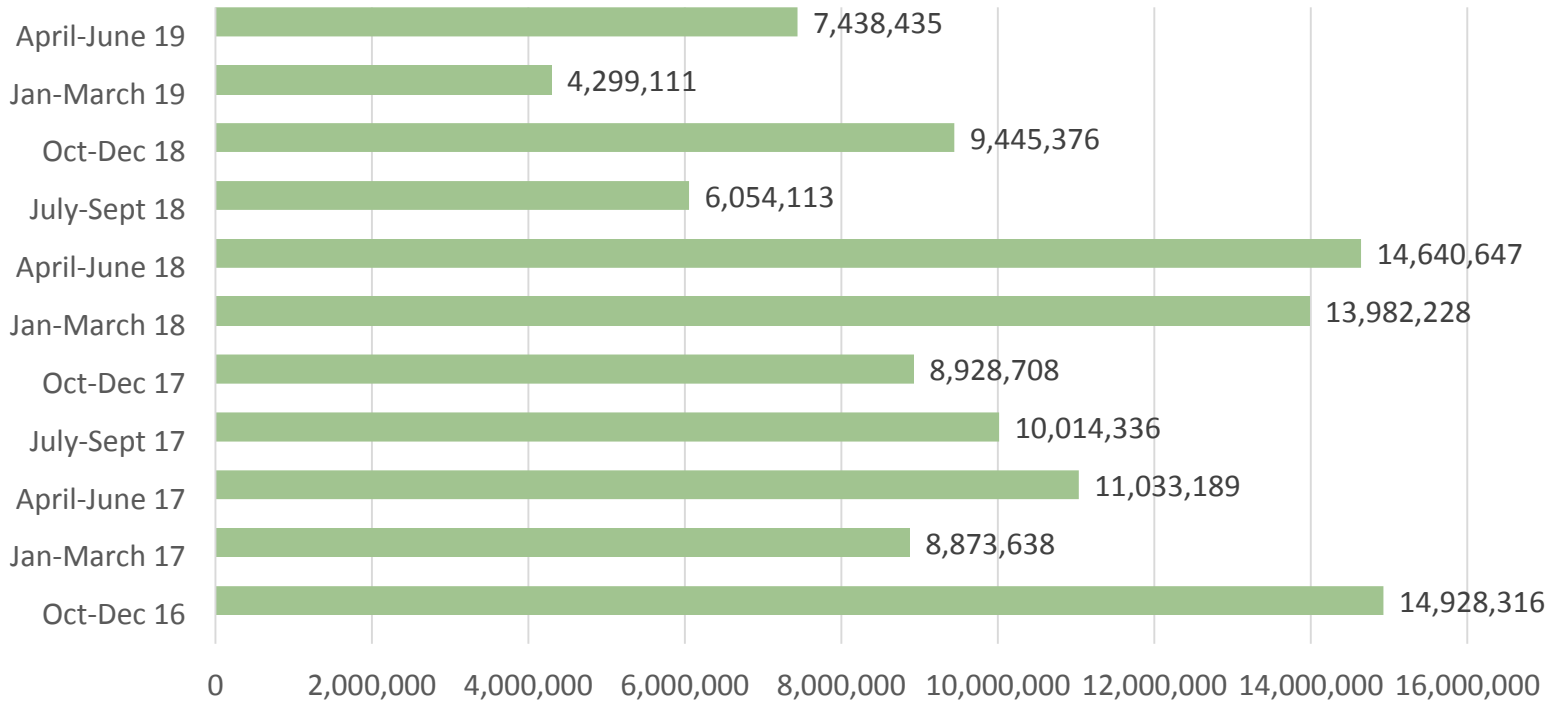
QUARTERLY MAIL VOLUMES FROM Q3 2016 TO Q1 2019



Source: Nielsen Report covers mail volumes from the time period from 1 September 2016 to 31 August 2019.

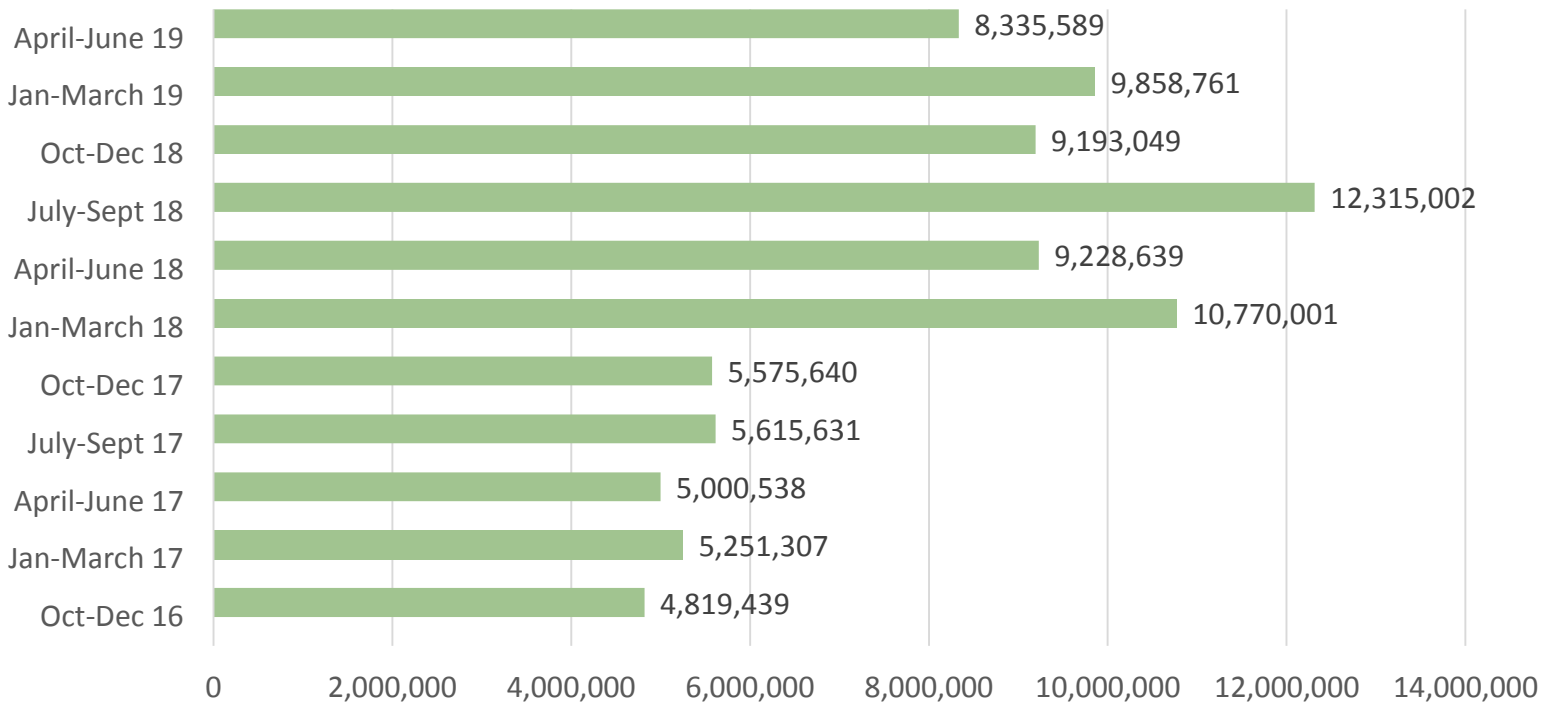
CLOTHING & ACCESSORIES SECTOR

QUARTERLY MAIL VOLUMES FROM Q3 2016 TO Q1 2019



HEALTH & WELLBEING SECTOR

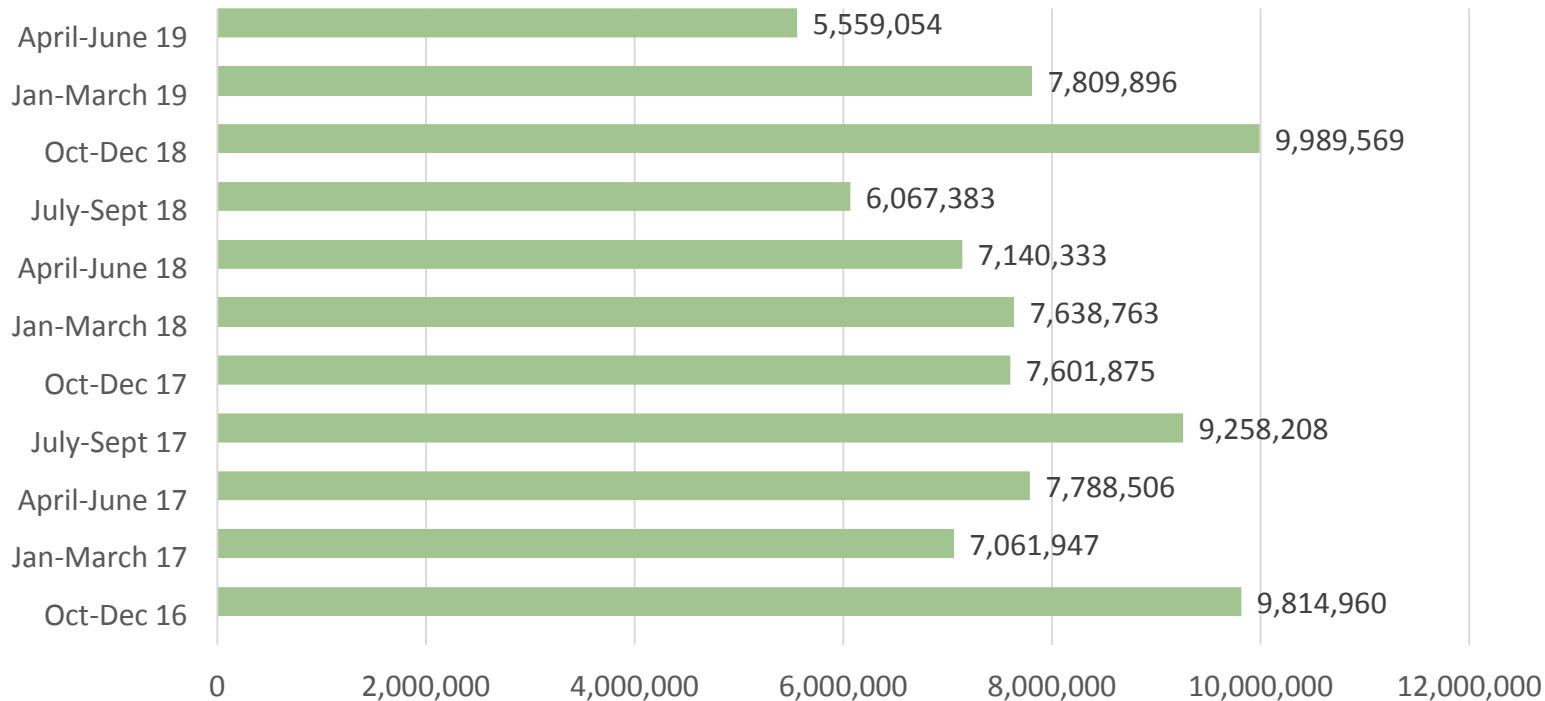
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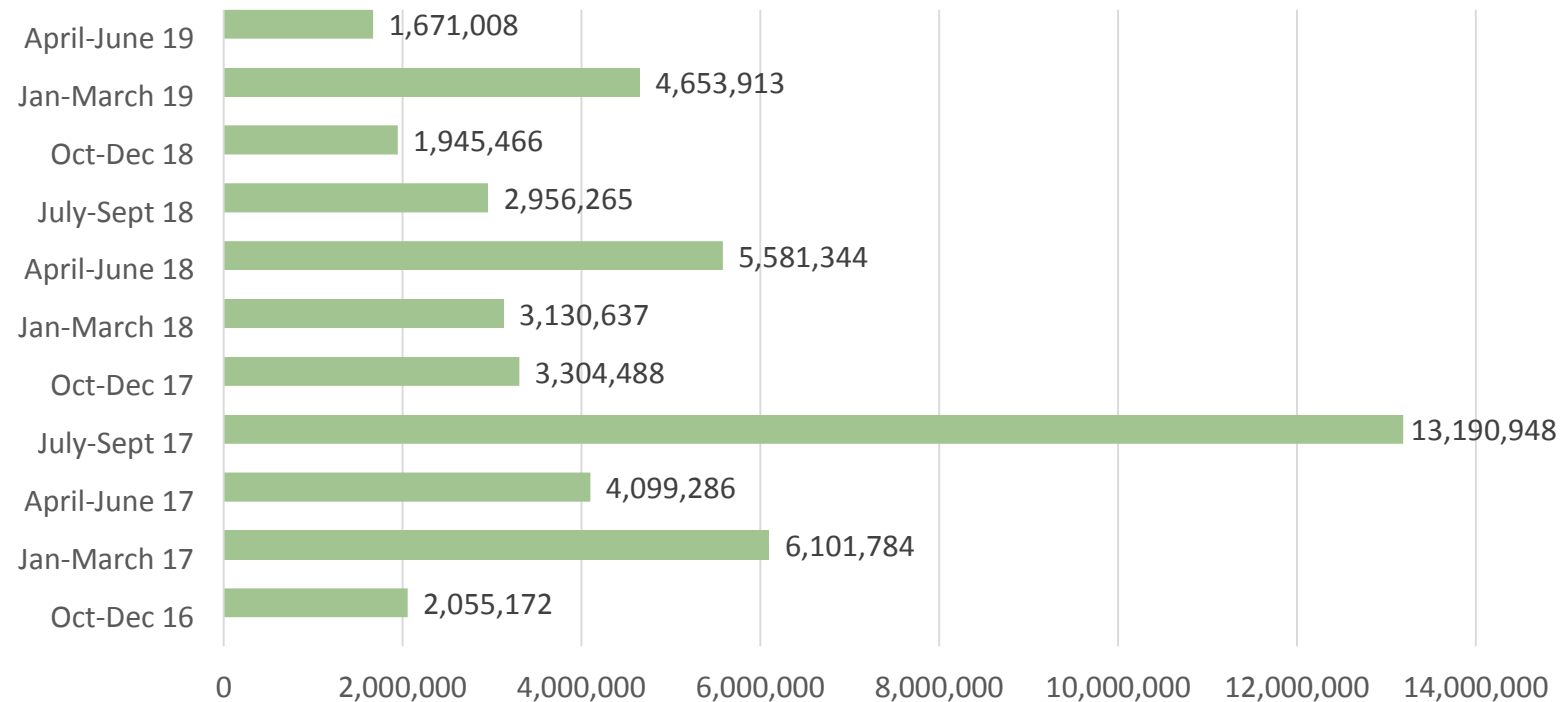
HOUSEHOLD EQUIPMENT & DIY SECTOR

QUARTERLY MAIL VOLUMES FROM Q3 2016 TO Q1 2019



MOTOR SECTOR

QUARTERLY MAIL VOLUMES FROM Q3 2016 TO Q1 2019



THE DELIVERY GROUP
6 BISHOPS COURT
WARRINGTON
WA2 8QY