

# Royal Mail COVID-19 Incentive

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.

## MANDATORY REQUIREMENTS

- 1 For Mailmark Advertising Mail, Responsible & Partially Addressed Letters and Large Letters up to 250g and Access 1400 service if the items are unwrapped or polywrapped
- 2 No Postcards posted for a purpose set out in the content guidance
- 3 Trays only. Letters and Large Letters must be submitted in trays to ensure sorting is quick and easy
- 4 Post at least 20,000 incremental items to qualify for this incentive (no more than 1 million)
- 5 6 May until 31 December 2020
- 6 Postage credits paid as credit voucher

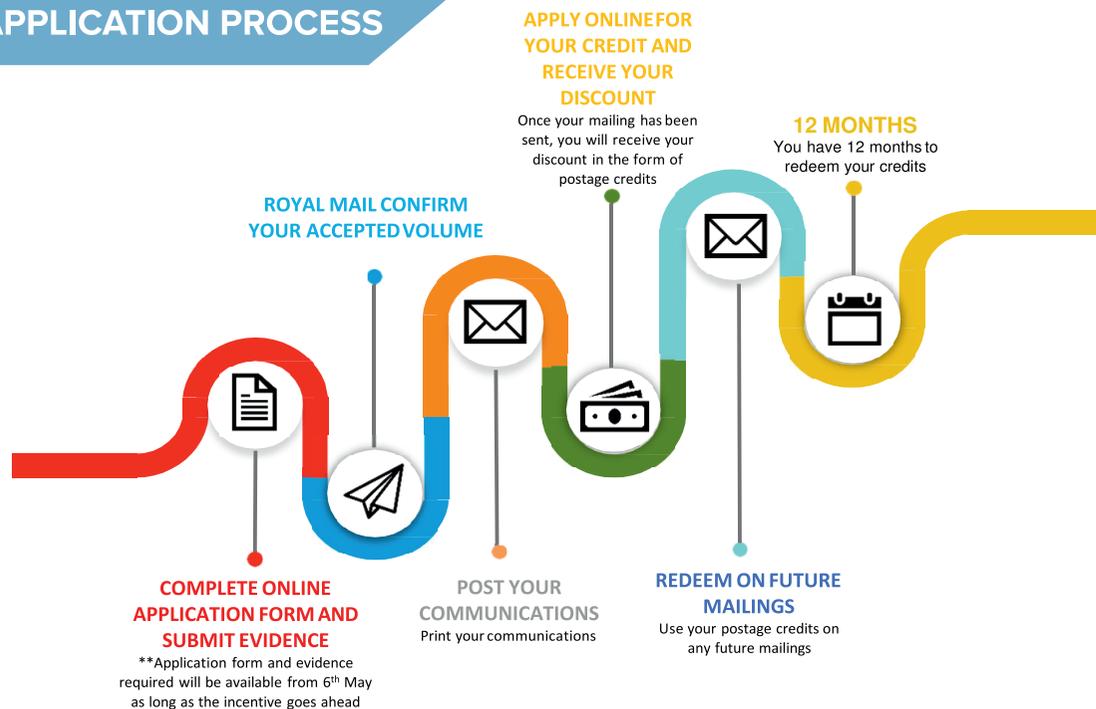
**OPENING DATE:** 6th May 2020

**APPLICATION DEADLINE:** 11th December 2020

**VALID DATES:** 6th May until 31st December 2020

- Any mailing from a retailer forced to close its doors, which encourages a consumer to visit their website to purchase, or promotes availability of home delivery, including catalogues and brochures.
- Any mailing from a Charity with the primary purpose being a request for donations.
- Any mailing from a magazine publisher or newspaper promoting direct to home subscriptions.
- 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 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 mailing from a retailer previously forced to close its doors promoting store opening arrangements.
- 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 brand in the Travel and Tourism sector to promote purchase/products.
- 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 mailing from a brand to vulnerable customers to support their physical or mental wellbeing.

## APPLICATION PROCESS



For more information, visit [www.centralmailing.co.uk](http://www.centralmailing.co.uk) or contact us on 0800 699 0501 / [enquiries@centralmailing.co.uk](mailto:enquiries@centralmailing.co.uk)