

BOOK A 'COVID-19 OPEN FOR BUSINESS' MAILING

Introduction

The Royal Mail has launched a new 'Covid-19 Open for Business' incentive to help businesses engage customers and prospects during this unprecedented time. With potential savings up to 30%, it's not to be missed!

Whether you are a high street retailer looking to drive customers to your website to boost online sales, or a charity seeking a much-needed uplift in donations at this time; under this new incentive you can send [Advertising Mail](#), [Responsible Mail](#) and Partially Addressed Mail volume to achieve postage credits for future mailings*.

To arrange a mailing and take advantage of this great incentive, simply complete this form and send to an MBA sales representative.

Name

Campaign Name

Job Title

Mailing Date

Company Name

Mailing Volume

Telephone Number

Mail Format

Is your mailing...

From a retailer that's been forced to close its doors on the high street, which encourages a consumer to visit their website to purchase, or promotes availability of home delivery, including catalogues and brochures?

From a retailer previously forced to close its doors on the high-street promoting store opening arrangements?

From a Charity with the primary purpose being a request for donations?

A 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?

From a magazine publisher or newspaper promoting direct to home subscriptions?

From a brand in the Travel and Tourism sector to promote purchase/products?

From a brand in the 'away from home' Entertainment sector to promote future/rescheduled activity. For example, Cinema, Theatre, Festivals and Restaurants?

From any brand targeting vulnerable customers to support their physical or mental wellbeing?

From any brand to reassure and thank consumers/customers in-light of the impact of Covid-19 as the mailers primary purpose?

A new mailing from any 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.



**Do you need assistance
with design and copy?**

Yes

No

* Subject to Royal Mail terms and conditions. Your Access provider will be charged at the current Access price, and you will be awarded eligible postage credits at the end of the incentive period.

For more information about the Royal Mail incentive, please visit www.royalmailwholesale.com/covid-19-incentive.
When is the incentive running? The posting window for this incentive is 6th May 2020 until 31st December 2020. Please note that you must submit your application before 11th December 2020 to be considered for participation in the incentive. **What are the postage rates and volumes?** Take a look at Royal Mail's [postage rate card](#) to see the postage credits you can achieve under this incentive, depending on the format and weight of your mailing items. This incentive is eligible to certain mailings up to 20 million packs. Please review the Royal Mail eligibility criteria at: www.royalmailwholesale.com/mint-project/uploads/484260721.pdf



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