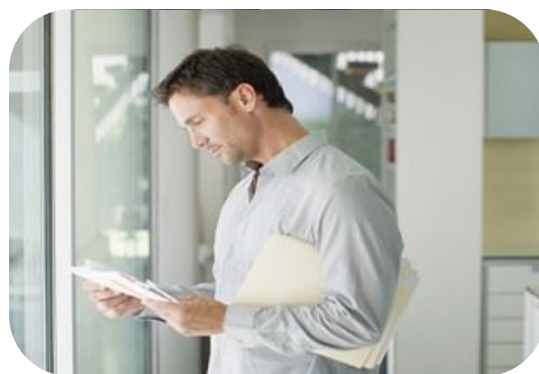# COVID-19 Advertising Mail Incentive

Application Form User Guide

Incentive Overview

What is the COVID-19 Open for Business Incentive?

An incentive to support brands and sectors that have been most impacted by the restrictions on social movement caused by Covid-19.

This incentive is designed to assist businesses to directly engage with customers and prospects and to provide a much needed boost to their trading and advertising activity.

Under this incentive you can send Mailmark Advertising Mail, Responsible/ Sustainable Mail and Partially Addressed Letters and Large Letters up to 250g to achieve postage credits to be used on future postings.

Postage credits will be awarded for businesses mailing volumes which equal or exceed 20,000 items and no more than 1 million items within the incentive period.

**Eligible services included within the incentive:**
- 70 admail mailmark letters and large letters
- 70 greenpost mailmark letters and large letters
- 70 partially addressed letters and large letters
- 1400 for unwrapped and polywrap letters only

All items must be presented in trays, apart from Unwrapped and Polywrap items which can be presented in bundles or in a bag.

Who is eligible?
The incentive is aimed at specific sectors of the market who are particularly impacted by COVID-19; e.g. Charities, Travel & Tourism – see full list here

Application Process

whistl
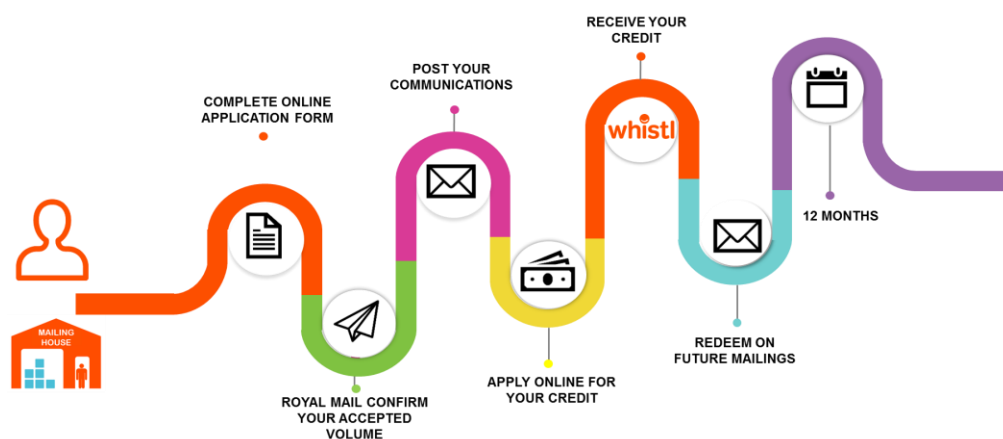
Application Checklist

Before starting your application process, go through this checklist of what you'll need to help you complete the form:

1. **Applicant details**
   - Company name (as registered with Companies House)
   - Contact details (including email address)
   - Details of any agent that is managing your application (optional) examples of this could be your Mail Producer or Carrier

2. **You will need to enter the Whistl RM Account number for either National or Zonal postings or both if relevant – please contact your Whistl Account Manager if you are unsure**

3. **Access Operator and UCID details**
   Add your Access Carrier and all UCID's that will be used relevant to this incentive

4. **Mailmark Supply Chain ID (SCID)**
   Add your SCID that is relevant to the posting, it is really important that the customer referenced in section 1 must be the Mail Originator within the supply chain – if you are unsure of this, please contact your Whistl Account Manager.

5. **Forecast test volume**
   This should be a forecast of the items that you will be mailing by month within the incentive period.

Please note: You will be unable to submit this application if the start date is within 10 working days of the submission date

Required fields

- Select -
- Select -
Yes
No

Are you an agent making this request for your client? * - Select -

You are an **agent** if you are submitting the application on behalf of the customer who will benefit from the incentive.

Please ensure the above question is answered before continuing.

whistl

Application Process

Step 1: Customer Information

Enter your company details or the details of the company benefiting from this incentive.

Registered company name *

Sector * - Select -

Contact name *

Contact job title *

Email address *

Telephone number *

Sector Options:
Select the appropriate sector that relates to your business:
- Advisory Services
- Business Services
- Charity
- Construction & Engineering
- Education & Training
- Finance & Insurance
- Government & Health
- Manufacturing
- Media, Marketing & Print
- Publishing
- Retail & Consumer Goods
- Telecomms & Technology
- Travel & Entertainment
- Utilities
- Other

Step 2: Customer supply chain details that will be used for this incentive

Mailmark Supply Chain ID (SCID)

The customer shown in section 1 of this form must be the Mail Originator within any SCID that links to this application.

SCID

Additional information: Royal Mail Mailmark® service provides customers and Royal Mail with reporting and management information on mailings. The Mailmark service requires customers to include a barcode on their mail piece. The Mailmark barcode has specific requirements customers need to adhere to and must contain a unique item reference number and a **Supply Chain IDOpens in a new window**. The Supply Chain ID allows us to attribute the posted volume to the correct customer. To use Mailmark services and qualify for an incentive you have to be a participant in the Mailmark supply chain. If you are not already set up as a participant please contact mailmark@royalmail.com

If you (the customer) do not have an SCID then you will need to email mailmark@royalmail.com or contact your Whistl Account Manager for guidance.

Click here to access the Supply Chain link.

Postage Accounts

Please list the Royal Mail postage accounts that will be used for this incentive.

Royal Mail Retail account(s)

Enter: N/A into this box as you are not using Royal Mail Retail.

Royal Mail Wholesale account(s)

Enter the Whistl RM Account Number into this box.

If you have entered more than one account number please add a comma between each entry. A Wholesale account refers to mail items that are posted via a DSA (Down Stream Access) postal provider.

whistl

Access Operator Details

Please list all Access Operators and reference all the UCID numbers that will be used to post your test volume. (Leave blank if you do not post through an Access Operator).

Please enter the details of the Access Operator who bills you for your mailing. The Access Operator may not be responsible for handing over your mail to Royal Mail.

Access Operator

> Enter: **Whistl UK Ltd**

UCID is the unique, identifying number assigned to you by an Access Operator for your mailings. You are likely to have multiple UCIDs if you post from more than one site and/or post under more than one postage account.

List of UCIDs

> Enter the specific UCID that Whistl has provided.
> - This is your Whistl 5 digit client ID

Step 3: Incentive Details

Please provide a description of your mailing campaign(s) to be carried out with this incentive. Please include details such as what you are advertising, whether mail is being used in conjunction with other media, and who is your target audience. Your mailing must align to the eligible mail criteria as detailed in the **Royal Mail Covid-19 Incentive Eligibility GuidanceOpens in a new window**.

> Click here to access the Royal Mail COVID-19 Incentive Eligibility Guidance.

Details of Incentive

> Add as much information about your campaign

Step 4: Forecast and Product Details

First posting date

Enter the first date you expect mail to be handed over to Royal Mail.

Last posting date

Enter the last date you expect mail to be handed over to Royal Mail. The last posting date must be within 6 months of the first posting date.

whistl

Volume Forecast by Month

Enter the expected volume you intend to post within each month.

May

June

July

August

September

October

November

December

Volume Forecast by Product

We require a breakdown to enable us to accurately forecast your potential credit award.

Please list the product(s) and respective volumes you intend to mail under the Promotion.

Posting channel   - Select - ▼   **Select: Wholesale**

Product type   - Select - ▼   **Select: Mailmark**

Format   - Select - ▼   **Select: Letter or Large Letter**

Weight band (grams)   - Select - ▼   **Select: 0-100g or 101-250g**

Expected volume by product

☐ Add more   **To add any more volumes click Add More and follow the same process as above**
- Select - ▼

Step 5: Use of your data

This section can only be completed if you are the customer submitting the application. Please tick these boxes so that your Whistl Account Manager can be informed of successful applications and provide support/guidance where appropriate.

We will email to you to let you know we have received your application and will use the information you have provided in it to process it.

We may also use that information, including your name and contact details (email address and telephone number), to contact you to discuss customer incentives that may be of interest.

☐

We will also inform the mail delivery provider under whose contract you are posting that you have made this application, so they can manage the contract relating to this incentive application.

☐

whistl

Step 6: Terms and Conditions

Please note that terms can only be accepted if you are the customer submitting the application.

I have read and understood the

Royal Mail Group Incentive Scheme Framework Terms Opens in a new window

and the

Royal Mail Group Covid-19 Advertising Mail Incentive Terms Opens in a new window

I am duly authorised to make this application on behalf of the Customer named above.

> To see the Framework Terms click here - https://www.royalmailwholesale.com/mint-project/uploads/645232147.pdf

> To see the Incentive Terms click here - https://www.royalmailwholesale.com/mint-project/uploads/793962902.pdf

Applying For Your Credit

Customers participating in an incentive can elect an account other than their own to pay the credit into. Credits will only be paid into the elected account if the account holder has signed a **Postage Credit Handling Agreement**. Customers must include details of the account that they want to be credited when they submit their credit application

To prevent sharing account details with the wider supply chain, Access Operators (i.e. Whistl) can provide details of the preferred account that they want credited.

End customers are then only required to provide the name of the Access Operator account to be credited.
- Customers should advise the account holder that they will elect in the credit application at the earliest opportunity to ensure they are aware of pending credit application.

Customers with more than one mailing campaign throughout the incentive period can submit multiple credit applications on condition that each credit application meets the minimum of 20k items.
- Customers should be advised to submit the credit application as early after the mailing has finished and ensure that the details align with the accepted application e.g. dates, UCIDs and SCIDs
- Customers using Mailmark should include the incentive reference number in the campaign name field of any eManifest linked to the application

In summary, the process via Whistl will work as follows:

1. Whistl will supply Royal Mail with an account for credits to be paid into
2. As part of the credit application process, the end customer will provide Whistl as the account name thus allowing Royal Mail to know which account has been nominated
3. The credit application process should be submitted as soon as the mailing is finished. If the customer has multiple mailings within the incentive period – then they can do this after each mailing rather than having to wait until all mailings have been completed.
4. Royal Mail will validate the application
5. When approved the money will be paid into Whistl's Royal Mail account (approx. within 10 days)
6. Whistl will then credit the customer's account as soon as the money is received from Royal Mail

The benefit of this for Whistl customers is that you receive the money quicker rather than having to wait until the end of the incentive to claim.

whistl