

# The Platinum Accreditation Annual Validation for Agencies



## Expertise in planning, measuring and evaluating mail campaigns with JICMAIL

Congratulations on maintaining your organisation's JICMAIL Platinum Partner status for the past year. Your organisation is one of the industry's leading practitioners of JICMAIL data, demonstrating an exceptional best practice proficiency with JICMAIL data over and above its standard application. Platinum Partner status means we will approach you first for events and webinars, publish a blog and Use Case on the JICMAIL website and include this content in our regular e-newsletters.

To maintain your Platinum Partner status for another year, and continue to benefit from more efficient and effective pitching, planning and measuring mail for your clients, please complete the JICMAIL Checklist below.

As a Platinum Partner please provide evidence to show how your organisation has maintained its use of JICMAIL insight.

- Please confirm your outcomes from using JICMAIL over the last 12 months.
- Please confirm additional Bronze, Silver and Gold certificates achieved in the past year and show how your organisation continues to include JICMAIL training in L&D programmes.
- Please provide a recent example of how JICMAIL is embedded into your planning and measurement ecosystem and provide a recent JICMAIL Use Case.
- Please provide evidence to show that the JICMAIL Levy has continued to be included on all invoices, proposals, plans, quotes and media schedules.

All required information should be sent to [tara@jicmail.org.uk](mailto:tara@jicmail.org.uk)

Please see reverse for Guidance Notes

## Guidance in maintaining JICMAIL Platinum Partner Status

**Your outcomes:** We want to hear how being a Platinum Partner has positively affected your business and how you see it benefiting your organisation in the future.

**L&D Programmes:** Platinum Partner status will be maintained by achieving and maintaining Bronze, Silver and Gold certificates across all relevant teams including best practice achievement of gold targets with support for the impact of your Gold achievement within your ambition for JICMAIL usage. It is expected that there will be a specific use case example for every Gold which will have been shared both internally across the teams and signed off by JICMAIL. It will also be maintained by showing how JICMAIL data is embedded into your L&D programmes with detail and examples expected on the specific L&D applications and levels of participation.

**Embedded planning and measurement ecosystem and Use Case:** Platinum Partner status is maintained by an assessment of how you have continued to embed JICMAIL into your evaluation and measurement systems. Show examples of how this works in practice, for both planning and for measurement. For example, with sample outputs from a planning process or client document or from your performance and reporting tool or analysis including the use of JICMAIL data in each case. At least one additional case study is expected. Case studies should reflect usage across each stage of the planning process or key application including pitching for business or budgets, planning, measurement or competitor insight.

**Supporting JICMAIL Levy best practice principles:** It will be expected that all Platinum Partners will support and promote the best practice principles of the JICMAIL Levy. This includes showing the specific JICMAIL Levy costs on invoices, proposals, plans, quotes and media schedules and encouraging all clients to support the levy whilst maximising access. Please provide support for how well you have supported the Levy approach and the benefits for advertisers and your business.