

# The Platinum Accreditation Checklist for Mailing Houses and Postal Operators/Distributors



## For outstanding expertise and practice in planning, measuring and evaluating mail campaigns with JICMAIL data

Platinum accredited Mailing Houses, Postal Operators and Distributors represent industry leading practitioners of JICMAIL data, demonstrating an **exceptional best practice proficiency** with JICMAIL data over and above its standard application. They typically adopt a comprehensive and advanced use of JICMAIL data-driven insight to help sell the value of the channel to brands and report on the full range of mail effects with a high standard of JICMAIL use cases. This is in addition to an upskilled sales team confident in articulating the value of mail using mail media metrics along with the ability to identifying business development opportunities across a range of mail channels and industry sectors.

Complete the JICMAIL Checklist below to ensure you meet Platinum requirements:

Has your organisation...

- ...reached agreed bronze and silver targets?
- ...achieved a minimum of one gold JICMAIL user as per target agreed?
- ...gathered evidence to prove that JICMAIL is embedded into your own L&D programs (e.g. staff induction programs and ongoing training materials)?
- ...gathered evidence to prove that JICMAIL is embedded into your sales / lead generation / account management process? e.g. does your organisation have a documented sales/account management process for clients of which JICMAIL is now part?
- ...produced a minimum of one JICMAIL Use Case (pre-formatted in the JICMAIL approved template)?
- ...where you are charging postage / distribution costs to your end client, gathered evidence to show that the JICMAIL Levy has been included on all invoices?
- ...provided relevant evidence to JICMAIL?

All required information should be sent to [evaluation@jicmail.org.uk](mailto:evaluation@jicmail.org.uk) by 31<sup>st</sup> August 2021.

Please submit any queries to [ian@jicmail.org.uk](mailto:ian@jicmail.org.uk) or [tara@jicmail.org.uk](mailto:tara@jicmail.org.uk)

Please see reverse for Guidance Notes

## Guidance in achieving JICMAIL Platinum

...bronze and silver: Platinum award will be assessed by a consideration of a best practice achievement of silver and bronze targets with detail expected on achievement by teams and functions and achievement versus the adoption plan. Including an overall statement on why this achievement was important within your ambition for JICMAIL usage across the year for your organisation.

...gold: - Platinum award will be assessed by a consideration of a 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.

.....L&D Programmes: - Platinum award will be assessed by a consideration of a best practice achievement of embedding JICMAIL data into your L&D programmes with detail and examples expected on the specific L&D applications and levels of participation. How important was this to the achievement within your ambition for JICMAIL?

.....embedded sales / account management processes: - Platinum award will be assessed by a consideration how well you have embedded JICMAIL into your sales and account management processes. Show examples of how this works in practice. For example, with samples from proactive and reactive proposals; pitch documents; sales presentations; quarterly reporting or from your performance and reporting tool or analysis including the use of JICMAIL data in each case.

.....Multiple case studies will be expected for a Platinum award . These are not onerous and by following the simple to use JICMAIL template with support available from the JICMAIL team a significant use case can readily be converted into a case study. Ideally case studies will reflect usage across each stage of the sales 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 awarded users will support and promote the best practice principles of the JICMAIL Levy. This includes showing the specific JICMAIL levy costs on invoices and/or plans (where you are charging postage/distribution costs) and encouraging all clients to support the levy whilst maximising access. Please provide support for how well you have supported the change to the Levy approach and the benefits for advertisers and your business