

The Platinum Accreditation Checklist for Advertisers



Expertise in planning, measuring and evaluating mail campaigns with JICMAIL

Platinum accredited advertisers represent industry leading practitioners of JICMAIL data, demonstrating an exceptional best practice proficiency with JICMAIL data over and above its standard application. They typically benefit from an enhanced use of JICMAIL data that allows them to track their own performance vs industry benchmarks and bespoke competitor sets. JICMAIL data is integrated into their planning systems and processes and is embedded into campaign effectiveness measurement.

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)?
- ...gathered evidence to prove that JICMAIL is embedded into your planning and measurement ecosystem? e.g. does your organisation have a documented planning or measurement process for your campaigns of which JICMAIL is now part?
- ...produced a minimum of one JICMAIL Use Case (pre-formatted in the JICMAIL approved template)?
- ...provided relevant evidence to JICMAIL?

All required information should be sent to evaluation@jicmail.org.uk by deadline agreed.

Please submit any queries to ian@jicmail.org.uk or 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 planning and measurement system: - Platinum award will be assessed by a consideration how well you have embedded 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 campaign measurement document 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 planning process or key application including pitching for business or budgets, planning, measurement or competitor insight.