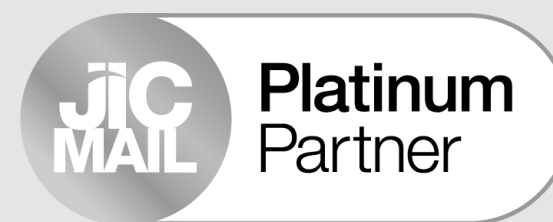


The Platinum Accreditation Checklist for Agencies



Expertise in planning, measuring and evaluating mail campaigns with JICMAIL

Platinum accredited agencies represent industry leading practitioners of JICMAIL data, demonstrating an exceptional best practice proficiency with JICMAIL data over and above its standard application. They provide an enhanced suite of planning systems and processes in which JICMAIL data is integrated, they have high standard of JICMAIL use cases and have embedded JICMAIL into agency wide L&D programs. Typically they benefit from more efficient and effective campaigns planned for their clients and are seen as industry authorities on the mail channel.

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 CIPD material)?
- ...gathered evidence to prove that JICMAIL is embedded into your planning and measurement ecosystem? e.g. does your agency have a documented planning process for clients of which JICMAIL is now part?
- ...produced a minimum of one JICMAIL Use Case (pre-formatted in the JICMAIL approved template)?
- ...gathered evidence to show that the JICMAIL Levy has been included on all agency invoices?
- ...provided relevant evidence to JICMAIL?

All required information should sent to evaluation@jicmail.org.uk by the 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 client 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.

....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 and encouraging all clients to support the levy whilst maximising access and shared practice across agency partners. Please provide support for how well you have supported the change to the Levy approach and the benefits for advertisers and your business.