

## Responsible Mail & Advertising Mail DM message content guidance list

The list of mailing examples below is indicative and for guidance only. Each request to post Responsible Mail and Advertising Mail must be considered individually on its own merits to determine whether it can be considered to qualify as Responsible Mail and Advertising Mail. All Mailing Items to qualify must be addressed and must comprise a largely uniform message with the primary purpose of promoting the sale or use of products or services, or to encourage contribution to or support of a cause.

***\*The list is not absolute or exhaustive and is to be used as a helpful guide only\****

Example	DM?	Why
1	A credit card company, store or retailer sending an offer of a new credit card	<b>yes</b> promoting the sale or use of products or services
2	A charity / society sending a reminder mailing to renew the subscription	<b>yes</b> encourage donation to a cause
3	A mail order company sending its new or seasonal catalogue to an existing or prospective customer base.	<b>yes</b> promoting the sale or use of products or services
4	Customer satisfaction questionnaire which specifically captures information relating to a customer's experience of the product, service or cause with the aim of using such information to be more targeted when sending further information on such products or services.	<b>yes</b> Promoting the use of a product / service
5	A travel company/tourist board sending its new or seasonal brochure unsolicited to an existing customer base or prospective customer base.	<b>yes</b> promoting the sale or use of products or services
6	An <b>unsolicited</b> mailing of a discount code or discount vouchers, tickets or invitations with a uniform message to customers / prospects to encourage purchase or re-purchase.	<b>yes</b> promoting the sale or use of products or services. No obligation to send.
7	An organisation sends a letter to its customers/prospects to notify dates of future events promoting its products or services or cause	<b>yes</b> promoting product/services/cause
8	A company sends a sample of its products/services with or without a voucher, (unsolicited)	<b>yes</b> Promoting the sale of products
9	Loyalty scheme providing the opportunity to take advantage of offers or redeem coupons, either in store or on line. (this mailing may include details of an individual's number of loyalty points available for conversion)	<b>yes</b> Promoting the sale or use of products or services
10	A customer publication i.e. a magazine or newsletter forming part of a company's / charity's customer communication programme to encourage purchase or support of a cause <b>that is not paid for by the recipient or via subscription.</b>	<b>yes</b> Promoting a cause or the sale or use of products or services. There is no obligation on the company or charity to send the publication.

11	Insurance company sending letter to existing or prospective customers with quotes for products and services.	<b>yes</b>	Promoting the sale of products/services
12	A bulk mailing to request consumer consent to mail to them in future.	<b>yes</b>	Promoting the future sale of their products and services; positive responders will receive more DM from them.

<b>Example</b>	<b>DM?</b>	<b>Why</b>
1	<b>no</b>	Primary purpose is the statement (the ad/promotion is secondary and would not happen without the fulfilment)
2	<b>no</b>	Primary purpose is the bill (the ad/promotion is secondary and would not happen without the fulfilment)
3	<b>no</b>	Message is not uniform as it is unique to the individual (promotional material is secondary)
4	<b>no</b>	Purpose is the information on prices (this is not an ad/promotion)
5	<b>no</b>	Purpose is providing information not promotion
6	<b>no</b>	The recipient has requested it or is expecting it(the promotional material is secondary and would not happen without the fulfilment)
7	<b>no</b>	Purpose is providing information
8	<b>no</b>	Purpose is fulfilment / transaction, not promotion
9	<b>no</b>	Purpose is providing information not promotion
10	<b>no</b>	Purpose is fulfilment (ad/promotion secondary and would not happen without the fulfilment)

11	Mailings of a 'public duty' nature with or without advertising. Examples include swine flu, tax or car tax reminder, VAT change reminders, Council refuse collection days, etc.	<b>no</b>	Purpose is the execution of a public service duty not promotion
12	Marketing Lifestyle / Consumer Survey / Product / Service questionnaire which is specifically seeking to gather information on a range of products/services/habits for trend analysis/data collection purposes and is not looking to further promote products/services. E.g. electoral/census.	<b>no</b>	Purpose is to seek information / data for data collection not promotion
13	An AGM mailing informing shareholders of the AGM meeting	<b>no</b>	It is a legal requirement under the Companies act for shareholders to be notified of the AGM.
14	A company sending out a loyalty/membership card to a subscribed customer	<b>no</b>	The loyalty/membership card has been sent as fulfilment to conclude the service that the subscriber has already responded to and purchased
15	Local utility company explaining forthcoming changes to utility ownership. e.g. water company detailing changes to ownership and responsibility of sewage/water pipes	<b>no</b>	Purpose is to provide clarity of boundary ownership and responsibility.
16	Political party mailings which have the aim of influencing the recipient's political view point or the way in which they may vote in an election.	<b>no</b>	There is no elasticity for this type of political mailing and the purpose is to influence a political view point
17	Prize draw letters informing customers that they have won a prize	<b>no</b>	Purpose is information. It is not selling a product or service nor does the message promote a cause