creative review

Royal Mail Media Tools
Identifying and optimising your Direct Mail solutions.
Guide to analysing the effectiveness of your Direct Mail creative.

Creative consultation

This is a rigorous, independent review procedure that has been developed over several years in association with Royal Mail’s Direct Mail Centre of Excellence.
It involves a detailed written report, carried out by an experienced Royal Mail Account Manager, that analyses your DM creative – identifying strengths and weaknesses, comparing its performance with that of your peers and ultimately showing where improvements can be made.

**Benefits:**

- Greater understanding of every aspect of your creative treatment
- Comparison with competitors’ work
- Advice on boosting response
**Why should you use it?**

We are in the unique position of being able to see, and share, the approaches and activity of the entire DM marketplace, across all sectors and companies. We know all the latest techniques; our expertise in this area is therefore unparalleled.

**How it’s used**

Your Royal Mail Account Manager will generate a report for you, as well as a recommendation plan.