

creating your brief



Thamesdown Marketing Services

Checklist

Overview

- Overall quality of mailing
- No. of pack versions
- Mail date/End mail date
- Critical dates (e.g. promotional offers)

Lists and data

- In-house lists
- Rented lists
- Seeds
- Layout of data
- Media format(s)

Data processing

- Data conversion
- Name checks
- Address cleaning to PAF standard
- Suppressions – MPS, house file, external suppression files
- Multi file de-duplication
- Merge/purge
- CBC barcoding
- Mailsort / Walksort 1,2,3

Letter

- Letter text – no. of versions
- Selection/sortations
- Simplex/duplex
- Laser continuous / cut sheet
- Digitised signature
- Size of letter unfolded and folded

Envelope

- DL/C5/C4
- Plain/window
- Supplied or via mailing house

Addressing

- Via window
- Self-adhesive
- Laser
- Inkjet

Enclosing

- No. of pack variations / specification
- No. of enclosures per pack
- Folding
- Matching items
- Enclosure sequence
- Hand enclosed/machine enclosed
- Enclosures key coded/sequentially numbered
- Enclosures – lasered/inkjet/simplex/duplex
- Enclosures – pre-printed – delivery dates
- Delivery to mailing house
- Provision of sample reference packs

Mailing details

- Pack weight
- Mailsort / Standard Tariff / Walksort
- Overseas
- Postal docket arrangements

Stock overs

- Stored by mailing house
- Returned by mailing house
- Collected from mailing house
- Recycled
- Securely destroyed