

What is yourStamp?

yourStamp is a self-adhesive stamp that you can personalise with your own design and apply to all your UK bound mail.

The stamp is made up of two elements:

- Your design area
- The compulsory 'S' indicator and TNT Post logo



(Stamp shown actual size)

Case Study

Direct Wines used yourStamp in a large-scale controlled trial involving different types of postmarks. The sample with yourStamp drew a bigger response than the control cell, with a 4.76% average uplift compared to standard TNT Post printed indicia.



What are the benefits of yourStamp?

- Mail with a stamp appears more personal and of more value than mail with a standard pre-printed indicia
- Uplift in response rates to direct mail pieces where appropriately used
- Increased brand awareness and differentiation through high-impact customised design

How can yourStamp be used?

yourStamp is an innovative marketing tool which can be applied to your direct, transactional or transpromo mail.

Over and above direct mail campaigns, there are many occasions or events when you could use yourStamp:

- Product launches
- Company anniversaries/milestones
- Corporate re-branding
- Support for tactical promotions
- Highlighting CSR initiatives
- Customer loyalty scheme communication

In fact, the uses for yourStamp are limited only by your imagination.

Who to contact

For full information on yourStamp, contact your TNT Post Account Manager. Alternatively, call Client Services on **01628 816 768**.

