



Promo Post definitions table

Mail type	Description	Communication purpose
A		
Account (statement)	Convey details and costs of a transaction normally requesting payment. (See also "bill", "invoice", "statement").	Transactional
Account keeping	The physical card and/or PIN details for customer account access or welcomes or updates a customer/member. eg ATM, credit card, debit card, health care card, automobile club, special interest group.	Transactional
Acknowledgement	Confirm an order or request and/or that a transaction has progressed.	Transactional
Advertising letters	See "direct mail."	Promotional
Annual report	Provide financial status of a company or association normally as part of compliance standards. eg Annual, half year and quarterly reports.	Transactional
Application form (1)	When included with a direct mail item inviting the addressee to respond or join.	Promotional
Application form (2)	When dispatched to addressee upon their request.	Transactional
Appointments	Confirmation of an appointment or booking. See also "reminders (1), reminders (2)."	Transactional
B		
Bill	Conveys details and costs of a transaction normally requesting payment. (See also "account", "invoice", "statement").	Transactional
Brochure	Contains information about the goods or services of a business, organisation or institution. (See also "catalogue", "flyer", "pamphlet").	Promotional
C		
Card (1)	See "membership card."	Transactional
Card (2)	See "account keeping card."	Transactional
Catalogue	Contains information about the goods or services of a business, organisation or institution. (See also "catalogue", "flyer", "pamphlet").	Promotional
Certificate (1)	See "gift certificate."	Promotional
Certificate (2)	See "results certificate."	Transactional
Change notification	Inform a customer or member about changes to their account, policy, contract or service agreement. eg Price changes, changes to Terms and Conditions.	Transactional
Change of address advice	Inform a customer or member about a business, organisation or institution change of premises. eg "We have moved."	Transactional
Charity	See "fund raising."	Promotional
Cheques	The distribution of money (including money orders) as part of a transaction. eg Supplier payments, employee pay cheques, dividend payments. (See also "payment").	Transactional
Communication preference request	Asking customer to nominate method of communication or correspondence. eg Email, mail, phone or fax. Or asking to opt in or out of method of communication or to notify the recipient that communication type or channel sent by the organisation is changing. "Please let us know if any of your contact details change. Under the current privacy laws, we need to make sure that your personal information remains on our records correct." (See also "consent forms").	Transactional
Competition	Offered by a business, institution or organisation as a promotion. eg "To win a holiday, enter your details on this form." (See also "entry form").	Promotional

Mail type	Description	Communication purpose
Confirmation	Notice to confirm predetermined bookings, meetings, appointments. eg "Your appointment is at...", "Your flight is on...".	Transactional
Consent forms	Consent to privacy, marketing or other legislative requirements.	Transactional
Contracts	Business, property or personal transactions or agreements. (See also "legal documents").	Transactional
Coupon	Offered by a business, institution or organisation as part or solely as a promotion. eg Free offer, discount or two for one. (See also "gift certificates", "voucher").	Promotional
Course information (1) (education)	Promote an educational institution with prospectus, course and study information and fees.	Promotional
Course information (2) (education)	Direct request by the receiver for a prospectus, course and study information and fees from an educational institution.	Transactional
Credit card	See "account keeping card."	Transactional
Credit increase approval request	A communication sent from banks and financial institutions to request approval from their customers to send future communications regarding credit increase offers. This is a requirement set by Government for all banks in Australia.	Transactional
Credit increase offer	Letter of offer for the recipient to apply or accept a credit limit increase on an existing Account Keeping Card, Credit Card, loan or account. (See also "Offer").	Promotional
Cross-sell of offers	Cross-sell to existing customers of new product, service or offer. Letter provides current customer information about the new program, service or offer associated with their current account or relationship. eg customer has a credit card and company offers customer insurance. (See also "Offer").	Promotional
D		
Direct mail	Solicited or unsolicited letters.	Promotional
Dividend cheques	The distribution of money (including money orders) arising from the ownership of a company or company shares.	Transactional
Donations (soliciting of)	See "fund raising."	Promotional
E		
Election / political advertising	Political or election campaign information, member, candidate, party or policy information intended to win favour of constituents. This can include how to vote information or polling locations, when it is incorporated within the letter or pre-populated with candidate selection eg "Vote 1 Mary Smith."	Promotional
Election / voting information	Information provided by the governing body, association or board with details about where and how to vote for an upcoming election. eg ballot papers.	Transactional
Electoral roll information	Forms and information intended to update and maintain electoral rolls.	Transactional
Employee payments	Cheques or notice of payment to employees from a business, organisation or institution. (See also "cheques").	Transactional
Entry form (1)	Offered by a business, institution or organisation as part of a promotion. eg "To win a holiday, enter your details on this form."	Promotional
Entry form (2)	When dispatched to addressee upon their request.	Transactional
F		
Flyer	Contains information about the goods or services of a business, organisation or institution. (See also "brochure", "catalogue", "pamphlet").	Promotional
Form (1)	See "application form."	
Form (2)	See "entry form."	
Form (3)	See "order form."	
Form (4)	See "registration form."	
Fund raising	Encourage or solicit a recipient to make a purchase, donation, join or contribute to a cause. eg Community service, social service, clubs.	Promotional
G		
Gift certificates (1)	Offered by a business, institution or organisation as part of or solely as a promotion. eg Free offer, discount or two for one. (See also "coupon", "voucher").	Promotional
Gift certificates (2)	Sent as payment or part payment to employees by a business, institution or organisation.	Transactional
Government correspondence (1)	Announcements, newsletters and information intended to promote the activity, views and opinions of parliamentarians, mayors, councillors, political parties and/or members.	Promotional
Government correspondence (2)	Government, local government, council, forms, information, licence renewals requested or not by constituents or in the normal course of servicing the community excluding promotional information. Any necessary or required communication to constituents. eg Informing of council mergers, local law or rule changes, planning scheme or policy proposal, amendment to any Act.	Transactional

Mail type	Description	Communication purpose
Greeting cards	Season's greetings cards to a group of customers or members, current or otherwise. eg Religious holiday cards, birthday cards.	Promotional
Group certificates	Annual employee payments and taxation information from a business, organisation or institution.	Transactional
I		
Information bulletin	See "Newsletter (1)" and "Newsletter (2)".	
Inserts (1)	A promotional item such as a brochure, catalogue, flyer or invitation when included in a mailing of transaction statements. eg A wine club (affiliated or not) leaflet accompanying a credit card statement.	Transactional
Inserts (2)	A promotional item such as a brochure, catalogue, flyer or invitation when accompanying direct mail or loyalty mailings. eg A wine club (affiliated or not) leaflet accompanying a loyalty program points statement.	Promotional
Insurance	See "policy document."	Transactional
Investment offer	Investment fund information relating to share portfolio or investment plans.	Promotional
Invitation (1)	Invitation to customers or members, existing or potential to purchase, inspect, attend or participate in a promotional event. eg "You're invited to our new store at."	Promotional
Invitation (2)	Invitations that are normally part of compliance standards. (See also "meeting notice", "notices").	Transactional
Invoice	Convey details and costs of a transaction normally requesting payment. (See also "account", "bill", "statement").	Transactional
IPO (Initial Public Offer)	See "share offer."	Promotional
L		
Legal documents	Business, property or personal transactions or agreements. (See also "contract").	Transactional
Loyalty card (1)	See "membership card."	Transactional
Loyalty card (2)	Invitation to apply for a loyalty card. (See "application form").	Promotional
Loyalty correspondence	Correspondence or statements to customers, clients, club members or special groups of customers detailing their frequent buyer, frequent flyer or club status which may also include privileges, price lists, and product/service lists. Also updating a customer/member about their shopping habits, accumulated bonus points or points redemption scheme. Also updates to maintain membership/tier, continue/complimentary year of membership status. May include a brochure or catalogue. eg Customer rewards program, frequent shopper program, announce new company partner, birthday voucher or points accrued gift card (not membership card). Note: Article does not contain a physical membership card.	Promotional
Loyalty gift certificate	Gift certificate with value sent as a thank you or for reaching a certain points value. (See "gift certificate").	Promotional
M		
Medical results	Results associated with medical or health related tests.	Transactional
Meeting notice	Convey compulsory notice of meetings to shareholders, members or a group. eg "Annual General Meeting to be held at."	Transactional
Member programme update	Communication to existing customers or members to announce or inform them of additional services/programme or benefits associated with their existing membership eg: Your health insurance now comes with health coaching services. Introducing our new wellbeing program. Included as part of membership – no financial change to service between member and organisation.	Promotional
Membership card / pack	Delivery of the physical card and/or membership details, welcoming or upgrading a customer or member and conveying information about the membership scheme . eg Customer card, frequent shopper card, frequent flyer card, rewards card. Or customer moves status from silver to gold level/milestone achievement and requires new card, additional card holder or replacement card. (See also "Welcome Letter / Pack").	Transactional
Membership fulfilment	Information to an existing member on how to use membership eg Delivery of team fixture, how to log on/links to websites, activate, maps, parking or transport details. Does not include a card or offer.	Transactional
Membership offer	Mailing pieces designed to gain new members by encouraging the recipient to become a member of a club, or a mailing sent to lapsed members to encourage them to re-join the club.	Promotional
Membership renewal	See "renewals."	Transactional
Money order	See "cheques" and "payments."	Transactional
N		
Newsletter (1)	Information bulletins directed to employees, agents, dealers or distributors or members of an organisation that promotes an organisation and/or its activities without mandated legal or regulatory information.	Promotional

Mail type	Description	Communication purpose
Newsletter (2)	Information bulletins directed to employees, agents, dealers or distributors or members of an organisation that contains mandated legal or regulatory information.	Transactional
Notices	Convey compulsory notices, changes, information or occurrences to shareholders, members, customers or a group eg notice of AGM. (See also "meeting notice").	Transactional
O		
Offer	Letter to customers or members, existing or potential that invite, offer or encourage the addressee to sign up, purchase, inspect, attend, upgrade or participate. May include offers for the recipient to apply for or provide a new service. eg You've been invited to apply for a personal loan. (See also "Cross-sell of offers").	Promotional
Order form (1)	When included with a direct mail item inviting the addressee to respond or join.	Promotional
Order form (2)	When dispatched to addressee upon their request.	Transactional
Overdue notice	Notice to inform customers or members of payment not received.	Transactional
P		
Pamphlet	Contains information about the goods or services of a business, organisation or institution. (See also "brochure", "catalogue", "flyer").	Promotional
Payment	Cheques or money orders sent as part of a transaction. eg Supplier payments, employee pay cheques or dividend payment. (See also "cheques", "employee payments").	Transactional
Payment advice	Documentation that supports a payment that has occurred. (See also "remittance advice").	Transactional
Petition	Request to complete a petition or information intended to persuade the recipient to either participate or the sender providing views or arguments for or against a particular cause or generally promoting a cause. eg Letter to an individual or household requesting the addressee indicate their support for a cause by signing a petition.	Promotional
Policy documents	Policy related documentation distributed to members or customers including renewals, changes to policy, terms and conditions. eg "Your policy has changed."	Transactional
Pre-renewal notice	Communication outlining or reinforcing benefits of current membership with no add-on value or offer, often sent to customer prior to renewal notice. eg "You will soon be receiving your renewal notice, your current covers entitles you to the following benefits".	Promotional
Price changes	Notices to customers or members about changes to existing agreements, contracts or policies. eg Periodic CPI increases. (See also "rate changes").	Transactional
Price lists	Contains product descriptions and prices for the products or services of a business, organisation or institution.	Transactional
Product recall	Notice to a customer to advise a product they have purchased is being recalled.	Transactional
Prospectus (1)	Offer of investment fund information relating to share portfolio, shareholder information or investment plans when conveyed as part of a promotion.	Promotional
Prospectus (2)	Request for investment fund information relating to share portfolio, shareholder information or investment plans by the receiver. eg The receiver responds to an advertisement requesting a prospectus.	Transactional
Q		
Questionnaire	Requests or invitations to participate in research and/or questionnaires for respondents to complete. (See also "survey").	Promotional
R		
Rate change	Notices to customers or members about changes to existing agreements, contracts or policies. eg Periodic CPI increases. (See also "price changes").	Transactional
Receipt	Confirmation of payment, goods or services ordered/received.	Transactional
Registration form (1)	When included with a direct mail item inviting the addressee to respond or join.	Promotional
Registration form (2)	When dispatched to addressee upon their request.	Transactional
Reminders (1)	Notice to advise customer that they have not made an appointment. To recommend or suggest customer to make a potential appointment eg "It is time to make your next appointment". (See also "invitation (1)").	Promotional
Reminders (2)	Notice to remind people of upcoming, scheduled or committed service, appointment or event eg "Your next appointment is booked at this date/time". (See also "Confirmation").	Transactional
Reminders (3)	Reminder of action outstanding eg Failure to meet, pay, appear. (See also "overdue notice").	Transactional
Remittance advice	Documentation that supports a payment that has occurred. (See also "payment advice").	Transactional
Renewals (1)	Notices calling for the renewal of existing customer contracts or memberships. eg Insurance renewals, membership renewals.	Transactional
Renewals (2)	Notices calling for the renewal of lapsed customer contracts or memberships. eg Insurance renewals, membership renewals.	Promotional

Mail type	Description	Communication purpose
Results/results certificate	Notice to students relating to exam results and course grading. eg Certificates, results.	Transactional
S		
Sample	Example of product or service, free or otherwise and/or gift, novelty to promote a product or service.	Promotional
Share certificates/issue	Documentation arising from the sale or purchase of company shares.	Transactional
Share offer	Notification of forthcoming company float on the stock exchange or capital raising. (See also "IPO").	Promotional
Statement	Convey financial transactions and status of a customer account. eg From a bank, credit card institution.	Transactional
Store card	See "membership card."	Transactional
Subscription offer	Encourage the recipient to become a new subscriber to a publication. (Mailing pieces designed to gain subscribers), or sent to lapsed subscribers or to a totally new list.	Promotional
Subscription renewal	Notices calling for the renewal of existing publication subscriptions.	Promotional
Survey	Requests or invitations to participate in research and/or questionnaires for respondents to complete. Includes "Have Your Say" and invitations to provide feedback online or in writing. (See also "questionnaire").	Promotional
T		
Taxation forms	Including BAS, personal income tax, and group certificates.	Transactional
Tax invoice	See "invoice."	Transactional
Thank you notices	Conveying gratitude to customers or members for their custom or otherwise.	Promotional
Trial offer	Offer to participate in a trial. (See also "offer").	Promotional
U		
Update customers details	Request customer or member to update details eg. Address, phone or email.	Transactional
V		
Voting information	See "election information".	Promotional
Voucher	Offered by a business, institution or organisation as part of or solely as a promotion. eg Free offer, discount or two for one. (See also "coupon", "gift certificates").	Promotional
W		
Welcome letter/pack	Letter of welcome to new customers including information on company/program/product or service. Pack may include supply of pins/codes, URLs or access information to log-in to portals or sites, how-to information on how to use/what is included, product and services guides or T&Cs. (See also "Member card/pack").	Transactional

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