**Recommended copy to support Lovely Flora social videos**

* **Lovely Flora -Tracked video**

**63% of online shoppers consider it important to re-direct their item to a safe place.\***

**Our Inflight delivery options available with Royal Mail Tracked® allow your customers to change their delivery to another day or change the location to a nominated safe place, neighbour or Local Collect® point. For more details visit** [royalmail.com/delivertracked](https://www.royalmail.com/delivertracked)

\* Delivery Matters UK 2020, independently conducted by Trinity McQueen

* **Lovely Flora – Door to door**

**73% of door drops, like leaflets and flyers are read and kept.\***

**Door drops are a flexible, cost-effective way to get leaflets, flyers and brochures into customers’ hands. For more details visit** [**royalmail.com/delivertracked**](https://www.royalmail.com/delivertracked)

\* JICMAIL Q2 2017 – Q1 2019.