

**Which?**

# Which? Recommended Provider Endorsement

**‘Which? endorsement is a mark of excellence.’**



## **Which? Recommended Provider**

This endorsement recognises excellence within a range of service industries including financial, insurance, broadband and hotel companies. A Which? Recommended Provider endorsement is given to companies whose service is not only rated highly by our members and the public but also meets the minimum criteria set by our business researchers.

***‘Every year Which? puts thousands of products and services through our independent, rigorous tests and surveys. We only endorse the very best products, services and providers. That’s why our endorsement logo can help you stand out.’***

## **Which?, the trusted voice of consumers**

Which? is the UK’s largest consumer organisation, with more than 1.2 million members and supporters. Our advice helps consumers make informed decisions, our campaigns work to make consumers’ lives fairer, and our products and services put consumers’ needs first.

## **Make your service stand out**

If your service receives Which? Recommended Provider status, you have the opportunity to purchase a licence and benefit from using the Which? Recommended Provider endorsement logo in your marketing material, along with a short quote direct from our review to explain why Which? has endorsed your service.

## **Which? endorsement**

The aim of the endorsement scheme is to publicly recognise the very best services available in the market as it allows them to stand out in the crowded marketplace. As a completely independent social enterprise, a Which? endorsement logo truly reflects what we think, and not what others want us to say.

## **Eligibility to use**

A Which? Recommended Provider endorsement cannot be requested. To benefit from the scheme, a service must have achieved Which? Recommended Provider status through demonstrating excellence in our rigorous tests and surveys.

Our results are then published in both our magazine editions and on our website - [www.which.co.uk](http://www.which.co.uk). Please note, the content of our website and magazines is only available to our members. Therefore, you must have purchased an endorsement licence to allow you to share the results publicly with consumers and competitors.

***‘As a result of your feedback, we’ve made a number of changes to our terms to allow you to maximise the value you receive when using the Which? Recommended Provider logo. A third of consumers say they are likely to increase their budget to buy a Which? endorsed product or service.’***

## **Licences**

We recognise that services are marketed differently and that’s why we offer three licence tiers for you to choose from depending on your marketing strategy and budget. The pricing structure of each licence tier is also set to reflect how companies are able to use our logo and the relative value of using a Which? endorsement. Any profit we receive supports our campaigning and charitable work for UK consumers.

## Which? **Recommended Provider** Endorsement (continued)

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### **Tier 1 - £20,000 +VAT**

- » Broadcast: TV and radio
- » Non-broadcast: Billboards, print advertising, online including retailers' websites, banner adverts and social media
- » Use of statement and previous Which? Recommended Provider logos for the licensed category of service, provided you have been eligible each year and up to maximum of five years of achievement
- » On-pack and point of sale

### **Tier 2 - £12,500 +VAT**

- » Non-broadcast: Billboards, print advertising, online including retailers' websites, banner adverts and social media
- » Use of an agreed statement to reference your previous achievements for the licensed category of service
- » On-pack and point of sale

### **Tier 3 - £2,500 +VAT**

- » On-pack and point of sale (offline)

Please contact the Endorsement Scheme Team for further details on how the logo can be used for each tier (or request a copy of the user regulations).

The endorsement logo can only be used to promote the service that has been endorsed by Which? and it must be made clear in all marketing material what service the logo is associated with.

**6 in 10 people said that any Which? endorsement icon would be likely to have a positive influence on their decision.**

### **Duration of your licence**

The duration of all our licences is six months with the option to upgrade to a 12 month licence in specific categories, if eligible. Please note, a 12 month licence is twice the cost of a six month licence.

### **The terms of your licences**

To make the licencing process quick, transparent and as simple as possible, the terms of our licences are fixed and non-negotiable. This is why the licence terms and user regulations are clear and fair for all companies.

Please be assured that our team is on hand to help and will be happy to advise you on how to make the most of your logo so that it is compliant with the terms of your licence.

### **How to apply for a licence**

Obtaining a licence to use a Which? endorsement logo couldn't be easier. All you have to do is:

1. Complete and return the application form to [endorsementscheme@which.co.uk](mailto:endorsementscheme@which.co.uk)
  - ✓ You and your company's details
  - ✓ Contact details for the person the invoice should be sent to

- ✓ The PO number, if applicable
  - ✓ The licence tier you wish to purchase
2. The invoice will then be sent to you within 24 working hours followed by the licence agreement, which is ready to be signed and returned.
  3. Once we've received both the payment and the signed licence agreement, we will send you the endorsement logo ready for you to use in your marketing material.

### **How to pay for your licence**

Given that payment needs to be processed immediately, we've made this as easy as possible for you by accepting payment by BACS, CHAPS, credit card or cheque payment.

To help us track your payment, please include the invoice number as a reference on your payment.

### **What happens when your licence expires?**

We ask that any marketing material you produce featuring the logo is made with the expiry date that you are advised of in mind. To help you have continuity in using the logo and the licence, the team will aim to contact you 2-4 weeks prior to the expiration date of your licence to confirm whether you are eligible to renew. Should you be eligible and wish to renew your licence, the same application process will apply.

If you're not eligible or decide not to renew, you will be asked to ensure that you remove the logo from your marketing material on the licence expiry date as per the terms of the licence agreement. Please feel free to contact the team should you have any questions about this. Our research team is always happy to answer questions regarding your eligibility and performance in our testing and analysis.

### **Continuing to use logo post expiration of licence**

Should you fail to remove the logo accordingly, you may be held liable for unauthorised use of the logo. As a result, you may be obligated to renew your licence agreement. Please note that each situation will be assessed by the team on an individual basis and a decision will be made based on the number of reminders sent to you. Please be assured that we will continue to maintain consistency in our decisions and act fairly to all companies.

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### **Contact us**

**If you have any questions about the endorsement process you can visit our corporate hub**

[www.whichcorporate.co.uk](http://www.whichcorporate.co.uk)

**Or contact the Endorsement Scheme team:**

**Telephone: 020 7770 7570**

**Email: [endorsementscheme@which.co.uk](mailto:endorsementscheme@which.co.uk)**

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