

The background of the slide features a large, stylized graphic of the United States Postal Service eagle logo. The logo is split vertically: the left side is red and the right side is blue. The eagle's head and neck are white, and its wings are dark red. The logo is set against a light gray background that is partially obscured by the red and blue shapes.

# **UNITED STATES POSTAL SERVICE**

## **Transforming the Mail**

Government Mail Day

January 28, 2015

# UNITED STATES POSTAL SERVICE BY THE NUMBERS

A USPS carrier in uniform is shown from the chest down, holding a stack of mail. The image is overlaid with a semi-transparent red filter. The carrier is wearing a light-colored short-sleeved button-down shirt with a USPS logo on the left chest and a dark tie. The background is a solid red color.

**\$68 Billion**

**150+ Million HH**

**551,570 Employees**

**213,881 Trucks**

**35K Retail Locations**

**1.2 Billion Visits on [USPS.com](https://www.usps.com)**

# USPS Brand Has A Perception Issue

“I think the USPS is great for dropping off that letter to Mom... but as far as business, you can't really track and you can't be accountable in the way technology is today... I don't have time to worry about this package.”

“I don't have confidence in them... they are not precise enough for me.”



“Postal workers are always disgruntled.”

“The government can't seem to run it.”

# Good News: People Want USPS To Succeed

“They get a bad rap... undeserved.”  
*(Personal Shipper  
USPS Loyalist)*

“I feel protective... I would like to see the Post Office thrive.”  
*(Personal Shipper  
Competitive Loyalist)*

“I grew up really loving my mailman... I thought he was the coolest guy ever. They stopped whistling after awhile... I don't know if they got a pay cut... got angry or what.”



“I was raised with the idea... come rain, shine, snow... they will deliver... we've been really lucky... I think of the Post Office and I think of the guy who has been delivering to us for five years... he always gives us a Christmas card and talks to us about our dog.”

# Need For A New Brand Communication Strategy To Modernize The Postal Service

**PRIORITY:YOU™**

*An enduring idea:* Service for All

*What differentiates them?* We deliver to every door in America, almost everyday

*How are they primarily experienced?* Our employees

*Who they serve:* Every household & business in America

*Substantiated by:* Relentless commitment to improving for you



IS **POWERFUL**





**OF REVENUE  
FOR EVERY \$1 SPENT ON  
DIRECT MAIL**

Source: Direct Marketing Association, The Power of Direct Marketing, 2011–2012

# MAIL REACHES ALL AGES

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## Sources:

- Pitney Bowes, Getting Ahead of the Emerging QR Code Marketing Trend, 2013
- 2010 USPS® Household Diary Study.

# CONSUMERS TRUST MAIL

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Sources:  
Money Mailer Study  
ExactTarget, *The 2012 Channel Preference Survey*, 2012

A man in a suit is shown from the chest up, with a red overlay on his face and upper body. A white shield-shaped graphic with a double border is positioned over the right side of his face. Inside the shield, the text '52%' is written in a large, white, sans-serif font.

52%

OF MARKETERS

**use mail to drive  
new acquisitions**

Source: Target Marketing, 2013  
*Media Usage Forecast, 2013*

# Unlock the Power of Mail

**CREATIVE**

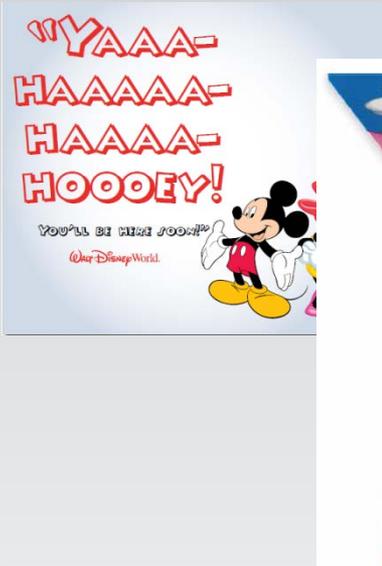
**ENGAGING**

**MEASURABLE**

**INTEGRATED**

**PERSONALIZED**

# Custom Mail Pilots



# UHC

## CO-BRANDED MEMBERSHIP PROMOTION

### Need

- Recognize the uninsured prospects
- Convince recipients to enroll
- Provide a positive ROI

### Delivered

- 14.92% Response Rate
- \$4.5M in additional revenue

**24%**  
RESPONSE RATE (LIFT)

The main graphic features a blue background with two people riding bicycles in a field. Text on the left includes 'UNITED STATES POSTAL SERVICE' and 'UnitedHealthcare' logos. The central text reads: 'OUTSTANDING SERVICE. VALUABLE PRODUCTS. MEASURABLE SAVINGS. COMMITTED TO A PLAN THAT WORKS FOR YOU.' To the right, there is a section titled 'work together for your health in by Dec. 11.' with placeholder text and a 'now.' section with a URL 'usps.gov' and a phone number '1-877-477-3273'. The UnitedHealthcare logo is at the bottom right.

#### Managing your health online and on the go.

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#### Download the Health4Me app.

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#### Fuel your health—your chance to win a Nike+ FuelBand.

Be one of the first one hundred new members to download the Health4Me app, and you'll win a Nike+ FuelBand. Learn how you can win at [usps.gov](#).

Visit [UHC.com/FuelYourHealth](#)



#### Traditional Plans

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#### Healthy Savings Account Plans

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#### Better health with Dr. Oz

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Delivering Connections that Make an Impact

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**We Can Make  
Lasting Impressions  
by Giving Print  
a Digital Dimension.**



# MOBILE TECHNOLOGY ADOPTION

**69%**

ACCESS INTERNET  
ON MOBILE DEVICES

BY 2017

**77%**

WILL PURCHASE  
VIA MOBILE  
DEVICE

Sources:

- Accenture Mobile Web Watch Survey, 2012
- eMarketer, 2013

# USPS

## HOLIDAY CARD

### Need

Demonstrate an Augmented Reality experience to customers & strategic accounts

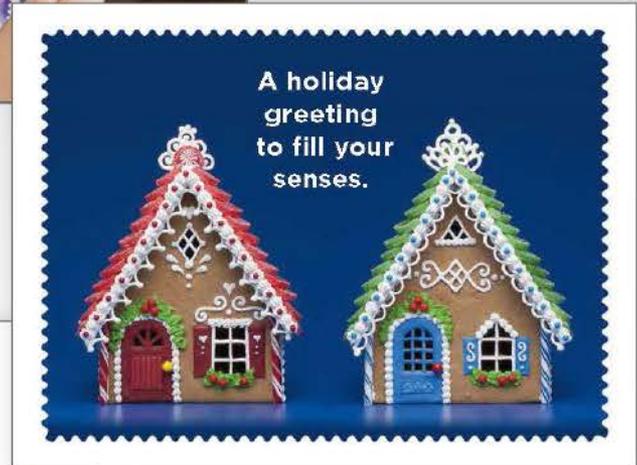
### Delivered

Strategic Accounts

Response: 27.3%

Average Blipps/Person: 3.4

**27%**  
RESPONSE RATE



And deliver some seasonal magic.  
See your gingerbread houses come to life.

Download the free Blippar app for your iOS, Android, or Windows device and point it at this card. Then watch magic come to life and find out more about technology-enabled mail.

Our thanks for your business,  
and best wishes for a prosperous 2014.

  
Magid Manabe  
Chief Marketing and Sales Officer

  
Curt Rucker  
Vice President of Sales



A holiday greeting to fill your senses.

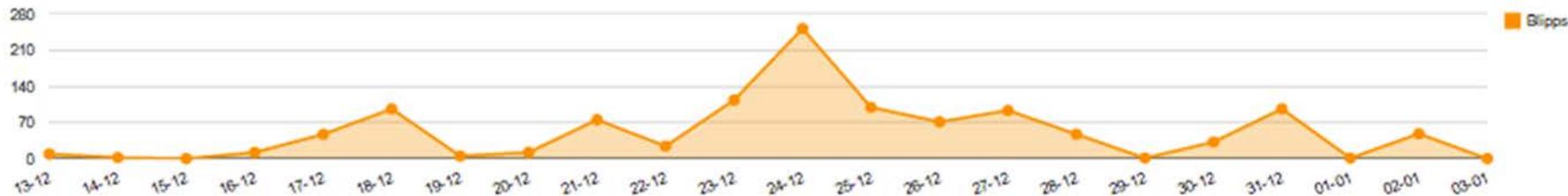


Target: **Strategic Accounts**

Response: **27.13%**

Avg Blipps/Person: **3.4**

Blipps per day



# Global Reach





Search USPS.com or Track Packages

Quick Tools

Ship a Package

Send Mail

Manage Your Mail

Shop

Business Solutions

AMAZING SPIDER-MAN 2 + USPS AMAZING BUZZ



## SPEED, AGILITY, AND RELIABILITY

WE'RE TEAMING UP WITH ONE OF SUMMER'S MOST EXCITING MOVIES TO BRING YOU THE SPEED, AGILITY, AND RELIABILITY YOU EXPECT FROM PRIORITY MAIL®—WITH A SUPERHERO TWIST. FIND A LOCATION NEAR YOU TO GET AMAZING SPIDER-MAN 2 POSTAGE OR ORDER FREE PRIORITY MAIL FLAT RATE® BOXES DELIVERED RIGHT TO YOUR DOOR. AS ALWAYS, YOU'LL GET DAY-SPECIFIC DELIVERY<sup>1</sup>, IMPROVED USPS TRACKING™, AND FREE INSURANCE.<sup>2</sup>

*—Spider-Man*



### FIND SPIDER-MAN POSTAGE

Locate a Self-Service Kiosk near you to get your Amazing Spider-Man 2 postage.<sup>3</sup>

[DOWNLOAD PDF | RTF](#)



### ORDER SPIDER-MAN BOXES

Get limited edition Amazing Spider-Man 2 Priority Mail Flat Rate® Boxes delivered right to your door for free.

[ORDER BOXES NOW >](#)



### SHIP LIKE A HERO

Save time and get discounts off retail shipping prices by printing a shipping label with postage.

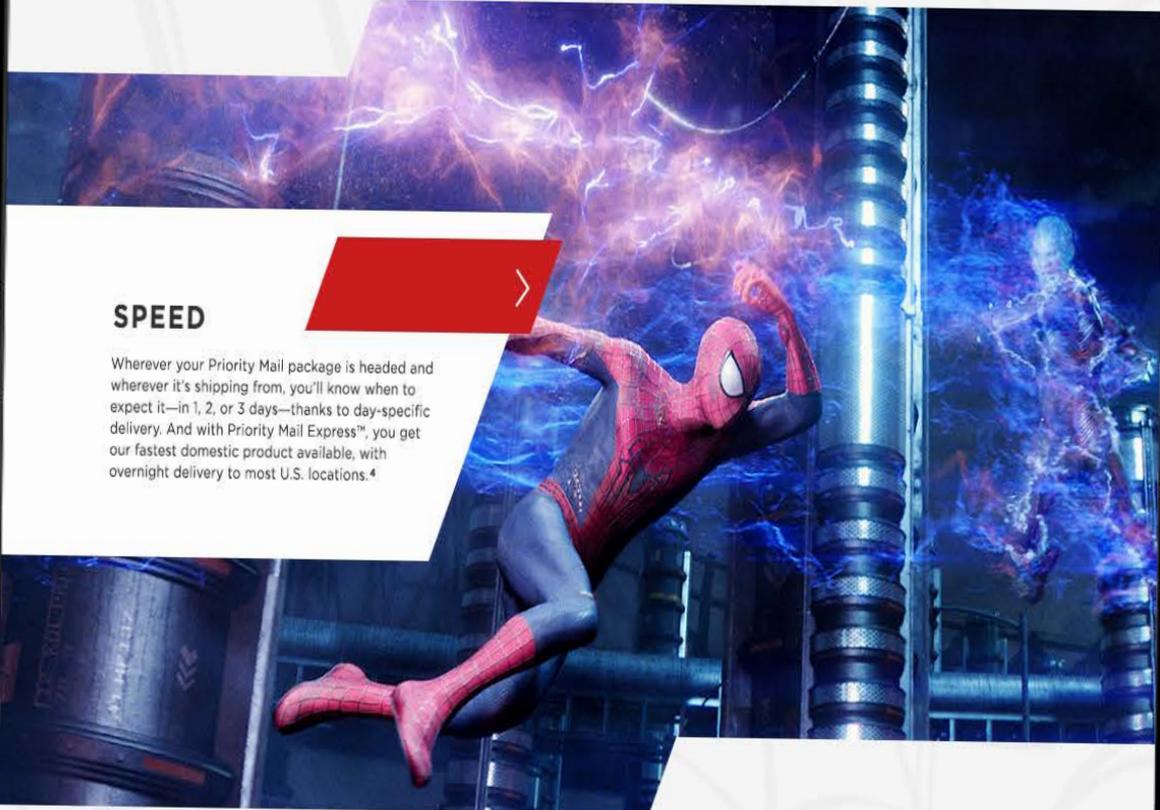
[PRINT A LABEL >](#)

# PRIORITY MAIL IS AMAZING

PRIORITY MAIL IS AN AMAZING SERVICE THANKS TO ITS SPEED, AGILITY, AND RELIABILITY. FIND OUT HOW—JUST LIKE SPIDER-MAN—WE'RE DELIVERING USING THOSE AMAZING QUALITIES EVERY DAY.

## SPEED

Wherever your Priority Mail package is headed and wherever it's shipping from, you'll know when to expect it—in 1, 2, or 3 days—thanks to day-specific delivery. And with Priority Mail Express™, you get our fastest domestic product available, with overnight delivery to most U.S. locations.<sup>4</sup>



# USPS

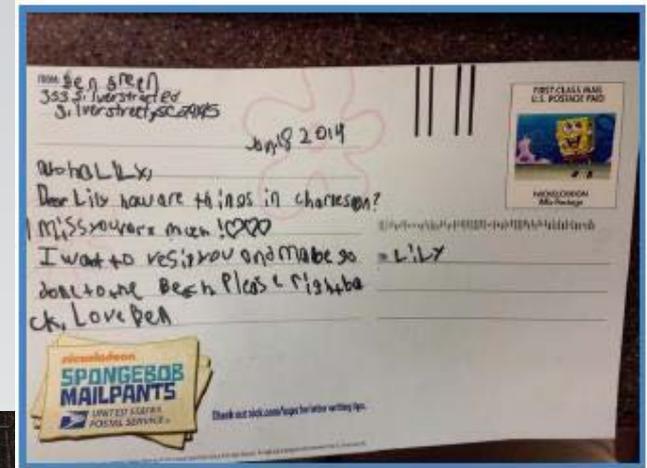
## Sponge Bob

### Need

- Recruitment through letter writing campaign
- Demonstrate use of alternative postage & Picture Permit

### Delivered

- 1MM Post Cards Distributed
- Over 356K total engagements performed, including 100K tutorial/video views and 13K practice sheets/custom stationaries printed out
- 34% of parents who were of campaign indicated an “increase in intent to use USPS”
- Social Media Net Sentiment 76% vs. Baseline 6%



# SpongeBob Letter Writing Campaign

The advertisement is set in an underwater environment with coral and bubbles. In the center, SpongeBob SquarePants is depicted as a mail carrier, wearing a blue uniform and carrying a blue mailbox. To his left, a stack of yellow envelopes is labeled 'nickelodeon SPONGEBOB MAILPANTS UNITED STATES POSTAL SERVICE'. Above the envelopes, a starburst graphic says 'Get a FREE SpongeBob Postcard At Your Local Post Office LEARN MORE'. To the right, a video player shows a scene with SpongeBob and Patrick. Below the video, a dark blue banner contains the text 'create your own CUSTOM STATIONERY' and a 'MAKE YOURS NOW' button. To the left of the banner, another dark blue banner says 'LEARN HOW to Write a Letter' with an anchor icon and a 'GET STARTED' button. At the bottom, a small copyright notice reads: '©2013 Viacom International Inc. All Rights Reserved. Nickelodeon, SpongeBob SquarePants and all related titles, logos and characters are trademarks of Viacom International Inc. Created by Stephen Hillenburg® United States Postal Service® All Rights Reserved. The Eagle Logo and Blue Box are among the many trademarks of the U.S. Postal Service®.'

# Q&A

