UNITED STATES POSTAL SERVICE

2017 Promotions

Tactile, Sensory & Interactive

and

Emerging & Advanced Technology

December 8, 2016

2017 Mailing Promotions Overview

The 2017 Mailing Promotions continue to build on the engagement strategies of past Promotions. To demonstrate that direct mail continues to be a relevant part of the marketing mix and has the potential to offer greater value, the Postal Service is encouraging marketers, advertisers, printers, mailers, etc. to adopt and invest in technologies that enhance how consumers interact and engage with mail.

***Please review each promotions requirement for specific details**

Approved 2017 Promotion Calendar

NOV – DEC 2016	JAN – FEB - MARCH	APRIL – MAY - JUNE	JULY – AUG - SEPT	OCT – NOV - DEC

As of June 24, 2016
PRC approved as of June 16, 2016

FIRST-CLASS MAIL

Earned Value
- Registration: Nov 15 - Dec 31, 2016
- Promotion Period (6 months): January 1 – June 30
- *registration closes Dec. 31, 2016

Color Transpromo
- Registration: May 15 - Dec 31
- Promotion Period (6 months): July 1 – December 31

STANDARD AND FIRST-CLASS MAIL

Emerging & Advanced Technology
- Registration: Jan 15 – Aug 31
- Promotion Period (6 months): March 1 – August 31

STANDARD MAIL

Tactile, Sensory & Interactive Engagement
- Registration: Dec 15 – July 31
- Promotion Period (6 months): February 1 – July 31

Direct Mail Starter
- Registration: March 15 – July 31
- Promotion Period (3 months): May 1 – July 31

Mobile Shopping
- Registration: June 15 – Dec 31
- Promotion Period (5 months): August 1 – December 31)

2017 Mailing Promotions Overview

- **Earned Value Reply Mail (January 1 – June 30, 2017)** -- Designed to slow the decline of First-Class Mail by encouraging mailers to promote this type of mail as a primary reply mechanism for their customers, while keeping the CRM/BRM envelopes in their outgoing mailpieces by providing a financial benefit when the CRM/BRM envelopes are used. Alternate Postage (also known as Share Mail) enclosures are an additional product that have been added to this promotion. ***Registration runs November 15 through December 31, 2016.***

- **Direct Mail Starter (May 1 – July 31, 2017)** -- ***NEW*** Opportunities for the small and medium market segments to grow and attract new mailers. This promotion is offered to first time promotion mailers to promote events and offers that incorporate the use of print-mobile technology on up to 10,000 mailpieces during the length of the promotion. Any print-mobile technologies, such as (QR codes, barcode tracking technology, enhanced augmented reality (AR), Near Field Communications (NFC), or other print-mobile technologies currently approved in our promotions can be used to qualify for this promotion. ***Registration runs March 15 through July 31, 2017.***

- **Personalized Color Transpromo (July 1 – December 31, 2017)** -- Since 2014, the USPS has provided this promotion to continue to increase the value of First-Class Mail by encouraging mailers of bills and statements to leverage new color print technology. In doing so, a better connection and response from consumers is intended to occur. ***Registration runs May 15 through December 31, 2017.***

- **Mobile Shopping (August 1 – December 31, 2017)** -- Encourage mailers to adopt and invest in technologies that create consumer excitement and highlight the connection between the mailpiece and the digital shopping experience. It is designed to enable customers to conveniently go from the mailpiece, directly to a mobile optimized online shopping experience using technology platforms such as Quick Response (QR) Codes, Snap Tags, Watermarks and other advanced technologies. ***Registration runs June 15 through December 31, 2017.***

Please review each promotions requirement for specific details

2017 Tactile, Sensory & Interactive Promotion Overview

Please review each promotions requirement for specific details

2017 Mailing Promotions Overview

Tactile, Sensory & Interactive Promotion

This purpose of the TSI promotion is to showcase advances in paper, ink and interactive mailpiece treatments that provide marketers exciting new ways to enhance customer engagement opportunities

Engagement with your mailpiece can be enhanced through the innovative use of specialty inks, sensory elements, textural papers, and the use of folds or other dimensional elements that the recipient can interact with and manipulated. Mailpiece(s) must be approved prior to mailing to qualify for this promotion. To learn about the TSI promotions requirements, registration and promotion timelines please go to:

https://ribbs.usps.gov/mailingpromotions/documents/tech_guides/2017TactileSensoryInteractivePromotion.pdf

Please review each promotions requirement for specific details

Tactile, Sensory & Interactive Promotion

Registration Period: December 15th 2016 through June 30th 2017

Promotion Period: February 1st through July 31st 2017

Eligible Mail: Standard Mail® letters and flats
Nonprofit Standard Mail letters and flats

Discount Amount: 2% of eligible postage. The discount is calculated in *PostalOne!* ® and applied to the postage statement at the time of mailing. The 2% discount is deducted from the postage amounts of qualifying product categories that are paid at the time of mailing. Normal postage prices listed in the published Price List (Notice 123) apply to the mailing and the discount is applied to those prices

See the Checklist included in the Program Requirements document

Tactile, Sensory & Interactive Promotion

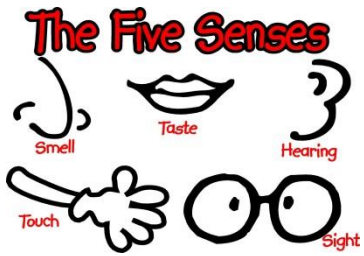
Specialty Inks*:

The specialty inks must enhance the engagement and value of the mailpiece. Unique properties of specialty inks must be **visible** *and* **distinguishable** on paper. Inks that are absorbed into the substrates thereby the applied ink is not visible *and* distinguishable to the TSI Promotion Office, are not qualified.

These inks may include but are not limited to:

- *Conductive inks*: Inks with components are used to print a circuit and inserts that can be used to activate an electronic device
- *Leuco Dyes/Thermochromics*: Heat sensitive dyes or inks change color in variation in temperature
- *Photochromic*: Changes color with UV light exposure
- *Optically Variable Ink*: Contains metallic materials that change appearance when viewed from different angles
- *Piezochromic*: Change appearance under pressure
- *Hydro chromic:* Changes appearance when exposed to water or liqu

Tactile, Sensory & Interactive Promotion



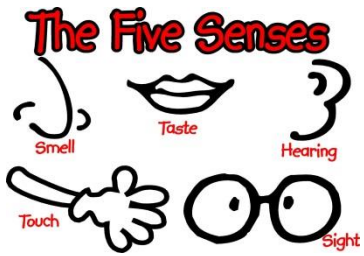
Specialty Papers*:
There are a variety of paper substrates that lend themselves to the incorporation of unique treatments that can trigger sensory engagements. A mailpiece with these features can create stronger user engagement and potentially greater response rate and return on investment.

The specialty paper must have one or more of the features (or combination) below.

Scent, Sound and Taste: The use of these features *must be connected to the marketing message* of the mailpiece and must be either bound or sewn into the mailpiece to qualify.

- *Scent* Paper infused with scent (ex: catnip, fresh bread), microencapsulated scents (opening mechanisms excluded)
- *Sound*: Paper that incorporates sound chip/speakers (ex: motorcycle engine sound)
- *Taste*: Paper that incorporates edible components.

Tactile, Sensory & Interactive Promotion



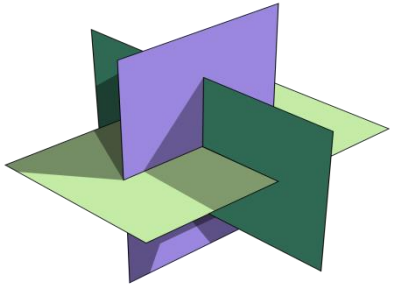
Specialty Papers* continued:

Visual and Textural: These features must be in support of the mailer's brand persona.

- *Visual:* Paper that incorporates special effects (ex: filters, holographic, lenticular)
- *Textural:* Paper that incorporates textural treatments that can be sensed by touch alone. Paper surfaces may be coated, or made of unique materials or incorporate techniques such as embossing or other surface treatments (ex: sandpaper, soft/velvet touch)

*Please review the TSI requirement document for complete details

Tactile, Sensory & Interactive Promotion



Interactive mailpieces*:

The interactive mailpieces must include an experience that engages the customer and adds dynamic effects in the use of folds and other dimensional enhancements. Simple folds such as half folds, tri-folds, gate folds, iron cross or accordion folds **do not** qualify. The mailpiece **must include** elements that the user can physically manipulate (i.e., twist, spin, dial, pull, bend, etc.).

The mailpieces may include but are not limited to:

- *3-Dimensional*
- *Pop-ups*
- *Infinite folding*

*Please review the TSI requirement document for complete details

What is New?

2016 Tactile, Sensory, & Interactive Engagement Promotion	2017 Tactile, Sensory, & Interactive Engagement Promotion
• 7 ½ Month Registration Period January 15th through August 31st 2016	• 6 ½ Month Registration Period December15th through June 30th 2017
• Specialty Inks • Metallic ink and clear ink are eligible	• Specialty Inks • Metallic ink and clear ink are not eligible
• Specialty Papers • Laminated postcards, full coverage gloss varnish, and spot gloss varnish are eligible	• Specialty Papers • Laminated postcards, full coverage gloss treatments, and spot gloss treatments are not eligible
• Self-Service Terminal (SST) is available to submit mailing for promotion	• Self-Service Terminal (SST) is available to submit mailing for promotion • Certify the agreement on the screen • Submit a mailpiece sample • Submit postage statement
• Program Office responds to all inquiries within 2 – 3 business days	• Program Office responds to all inquiries within 4 business days

2017 Emerging & Advanced Technology Promotion Overview

Please review each promotions requirement for specific details

Emerging & Advanced Technology Promotion

Program Purpose:

As mobile and other print technologies continue to evolve, mail has the potential to offer greater value by engaging customers in various platforms. Due to the distinct advantages mail offers as a direct marketing channel along with the amplified results that can be achieved from an integrated print and digital campaign, we encourage marketers, advertisers, printers, mailers, mail service prodivders, etc. to explore opportunities to incorporate technologies such as Near Field Communication (NFC), “Enhanced” Augmented Reality, Video in Print (ViP), Bluetooth Low Energy/Beacon technology, Virtual Reality, Digital to Direct Mail and other developing technologies. This strategy provides substantial advantages and opportunities for the integration of innovation in the mail now and in future years.

https://ribbs.usps.gov/mailingpromotions/documents/tech_guides/2017EmergingandAdvancedTechnologyPromotionProgReq.pdf

Please review each promotions requirement for specific details

2017 Mailing Promotions Overview

Emerging and Advanced Technology Promotion

Encourage marketers, advertisers, mailers, etc to incorporate interactive technology to drive interest in mail as part of an omni-channel marketing component

Registration Period: **January 15 through August 31, 2017**

Promotion Period: March 1 through August 31, 2017

Discount: Upfront 2% postage discount

Eligible Mail: First-Class Mail presort and automation letters, cards, and flats
Standard Mail letters and flats
Nonprofit Standard Mail letters and flats

Emerging & Advanced Technology Promotion

Virtual Reality – "New"

Virtual Reality (**VR**), also known as **immersive multimedia** or **computer-simulated reality**, is commonly defined as a computer technology that creates replicas of an environment, real or simulated, that includes a user's physical presence to allow for user interaction. Virtual realities artificially create sensory experiences, which can include sight, touch and sound.

To qualify for the promotion the mailpiece must contain:

- Directional copy detailing any apps that must be downloaded to the mobile device or any experiences that must be uploaded to engage the VR experience

- A VR experience related to the message included on/in the printed mailpiece

- The mailpiece **may** include goggles/viewers or devices that allow the recipient to engage in the VR experience. A QR Code, NFC chip, etc. can be used to in engage the VR experience through the use of a mobile device and goggles/viewers.

The mailpiece and VR experience must meet machinability requirements per USPS regulations. If mailing goggles/viewing devices, the mailing must meet letter & flat requirements--**parcels are not eligible for the promotion.**.

Emerging & Advanced Technology Promotion

Digital to Direct Mail – "New"

If the use of this technology option is not approved in writing prior to entry date, the mailing will not qualify for the discount.

Digital to Direct Mail encourages marketers, advertisers, mailers, etc. to produce mailpieces that create a greater connection and elicit a higher response from consumers by using dynamically printed, personalized messaging that is automatically triggered based on a digital interaction.

The Digital to Direct Mail option encourages the invest in digitally reactive and personalized direct mail delivered within two days based on consumers' online behavior. ***Only First Class Mail can be used for this promotion component.***

Unlike other options in this promotion, Digital to Direct Mail combines digital behavior and mail to dynamically create customized/targeted mailpieces that partners with digital experiences. Traditional direct mail is based on who you are; these mailpieces are based on what you do in a digital space.

Please review each promotions requirement for specific details

Emerging & Advanced Technology Promotion

Digital to Direct Mail (cont.)

Personalized Messaging Details

A dynamically printed, personalized marketing or consumer message based on digital content that the customer engaged which is printed on a physical mailpiece using content based on individual. "Personalization" is information that the recipient would deem personal or relevant in nature. This can be achieved by leveraging customers' online activity.

Examples of personalized marketing messages based on a digital interaction can be, but are not limited to:

1. Addressing the message to the customer by name and product

2. Promotions based on the existing relationship

3. Rewards/loyalty programs (based on individual customers' digital interactions, past orders or other online activity).

Please review each promotions requirement for specific details

Emerging & Advanced Technology Promotion

Digital to Direct Mail (cont.)

4. Renewal offers and incentives (based on individual customers' digital interactions, past orders or other online activity).

5. Supplementary or complimentary products or services (based on individual customers' digital interactions, past orders or other online activity).

6. Cross sell or upsell other products or services

7. Outreach to unsubscribed users/past customers (ie. Customer winback)

Personalization is not limited to these examples and participating mailers should contact the Program Office for consideration/approval of other personalized messages based on digital behavior.

Please review each promotions requirement for specific details

Emerging and Advanced Technology Promotion

“Enhanced” Augmented Reality (AR)

Is a live direct or indirect view of a physical, real-world environment whose elements are *augmented* (or supplemented) by computer-generated 2D/3D overlays in real time. It provides robust features that allow consumer engagement experiences using the technology to relate directly to products and brands. “Enhanced” AR also includes, video animation* and/or 2D-3D interactive graphics playing in front of or over physical objects so they appear to be interacting with the physical object.

“Enhanced” AR **excludes** the use of static, pop-up, worded displays that do not engage the recipient in any experience other than reading or simply clicking a button.

To qualify for the promotion:

- The mailpiece must include directional copy
- Lead to a mobile optimized website that is relevant to the message on the mailpiece
- The experience must be interactive
- The experience must include **at least two** of the following elements:

1. 2D/3D elements or modules
2. Animation
3. An interplay between the physical (mailpiece) and the digital that actively uses the person’s perspective

Emerging and Advanced Technology Promotion

Near Field Communication NFC

NFC is a technology that enables smartphones and other devices to establish radio communication with each other by touching the devices together or bringing them into proximity (~10 cm, or 3.9 inches)

The interaction is initiated by touching the mobile device on the NFC embedded item or by placing the device within close proximity of the NFC embedded item.

To qualify for the promotion:

- The mailpiece must incorporate the use of NFC technology to engage the mobile device in providing an interactive experience for the user.

- Include directional copy that clearly states what element on the physical mailpiece must be scanned/tapped/etc. in order to activate the technology.

- Lead to a mobile optimized website

If activating the NFC application leads to the launch of a video, please note that videos **cannot** link to open source public domains such as YouTube and Facebook.*

Emerging and Advanced Technology Promotion

Video in Print

Video in Print (ViP) is video advertising that is featured in print catalogs and/or mailpieces. ViP can be integrated into a printed piece in several ways including, but not limited to:

a. Integrated video screen within a printed, mailable piece

b. Integrated Video/Picture utilizing translucent paper

c. Personalized Interactive Video

d. Streaming Video Tools/Platforms

Emerging and Advanced Technology Promotion

Bluetooth Low Energy (BLE)/Beacon Technology

To receive the promotional discount, the iBeacon/Beacon application must be part of the mailpiece that interacts with a mobile device using Bluetooth/Beacon Technology to engage the devices by broadcasting an identifier to nearby mobile and electronic devices. Examples of Beacon Technology include, but are not limited to:

- Personalized triggered message
- iBeacon/Beacon coupons
- Provide updates to mobile device

Emerging & Advanced Technology Promotion

Pre-Approval Process

The Program Office ***requires*** that **ALL** mailpieces using **any** of the technologies listed below be sent for review via email to **emergingtechpromo@usps.gov no later than one week** prior to the mailing.

- Prototypes, mock-ups, previously used mailpieces, etc. can be submitted as the representation of the final mailpiece to see if the proposed concept would meet the Emerging Technology Promotion criteria.
- Each mailpiece design is reviewed individually and each individual mailpiece must meet the program requirements.
- If substantive changes are made to the mailpiece design, the revised mailpiece needs to be reviewed for approval.
- Any final mailpieces that deviate from the prototypes, mock-ups or examples submitted for pre-verification, shall be subject to the loss of the discount.
- **If it is not approved in writing prior to entry date, the mailing will not qualify for the discount.**
- The promotions office responds to all inquiries **within 4 business days upon receipt.**

If you have any questions about pre-approvals or reviews,
please contact the Program Office via email at **emergingtechpromo@usps.gov**

What is New?

2016 Emerging and Advanced Technology/Video in Print Promotion	2017 Emerging and Advanced Technology Promotion

• Technology Qualifiers:
  • TechnologyNear Field Communication, iBeacon/Beacon Technology, "Enhanced" Augmented Realty, and Video in Print
	• New Technology Qualifiers:
	  • Virtual Reality
	  • Digital to Direct Mail

• A/B Testing Opportunity	• No A/B Testing Opportunity
• Mailpieces may be submitted to the Program Office for review and approval	• All mailpieces must be submitted to the Program Office for review and pre-approval

• Self-Service Terminal (SST) is available to submit mailing for promotion	• Self-Service Terminal (SST) is available to submit mailing for promotion
	  • Certify the agreement on the screen
	  • Submit a mailpiece sample
	  • Submit postage statement

• Program Office responds to all inquiries within 2 – 3 business days	• Program Office responds to all inquiries within 4 business days

2017 Mailing Promotions Overview

General Promotion Information

Past acceptance/approval in prior year promotions does not guarantee acceptance/approval in current year promotions. Please review the 2017 Program Requirements document to ensure that the mailpiece meets all program requirements.

Directional Copy Requirement: The mailpiece must contain text near the logo, icon, or image, etc., providing guidance to the consumer to engage using the technology trigger provided The location of the directional copy must be *prominently* displayed to ensure the customer sees it. The directional copy must be clearly state what element on the physical mailpiece must be engaged in order to activate the technology. This copy must be present on any page where the technology trigger (i.e., logos, icons, instructions, etc.) resides. Download instructions or "Scan Here" works.

Mobile Optimization: A mobile optimized experience must be specifically designed for optimum performance when viewed on mobile devices. Activating the technology, must lead to a complete mobile optimized experience regardless of the platform being used. There are several commonly used techniques in developing mobile experiences to bridge the differences between a full sized monitor and a mobile display.

DISCOUNT MUST BE CLAIMED AT THE TIME OF MAILING AND CANNOT BE REBATED AT A LATER DATE.

Reminder: Completion of a post promotion survey is required by all promotion participants.

Please review each promotions requirement for specific details

General Information

Template for CY2018 USPS Mailing Promotions Suggestions 12/12/16 – 1/20/17

Please complete and send to mailingpromotions@usps.gov

Suggested Title or Short Description:	*(Include proposed Promotion title here)*
Promotion description:	*(Brief description of promotion –describe the mailing technique or technology highlighted by promotion. Also include suggested basic parameters and eligibility requirements such as targeted USPS products)*
Current State of Proposed Mailing Technique/ Technology	*(What are the current levels of adoption amongst mailers of this technique and/or technology? How expensive or difficult would it be for mailers to adapt these techniques into mail campaigns? What would the average needed lead time be?)*
Benefit to USPS:	*(For example, would this retain or grow mail volumes? Are there other short term or long term benefits to the USPS?)*
Benefit to Mailers:	*(Would it increase ROI? Which industries might see benefits? Would this appeal more to larger/mid-size/smaller mailers?)*
Suggested attachments:	*(Attach any articles, case studies or research demonstrating benefit of proposed mobile technology or mailing technique)*
Submitted by:	*(Add contact info for follow up)*

2017 Mailing Promotions Overview

- **Program Office contact:**

  Email: **mailingpromotions@usps.gov**
  tactilesensorypromo@usps.gov
  Facsimile: 202-268-0238
  Mail: US Postal Service
  Post Office Box 23282
  Washington, DC 20026-3282

- **Program Requirements, Supporting Documents, Recorded Webinars:**

  https://ribbs.usps.gov/index.cfm?page=mailingpromotions
  https://www.usps.com/business/promotions-and-incentives.htm

- **Registration:**

  https://gateway.usps.com

- **PostalOne Help Desk:**

(800) 522-9085 or postalone@email.usps.gov

- **Irresistible Mail website:**

  www.IrresistibleMail.com

Please review each promotions requirement for specific details

Thank you.

www.IrresistibleMail.com
https://ribbs.usps.gov/index.cfm
MailingPromotions@usps.gov
tactilesensorypromo@usps.gov

Emerging & Advanced Technology Promotion

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