

Interactive Video Experience Content References

Video Section	References for quotes or statistics provided within the video experience (in order of appearance in the video)
Overview: Market Conditions	
	01 OIG White Paper: “ <u>Enhancing Mail for Digital Natives</u> ” (Nov 2013).
	02 USPS Customer & Market Insights, “Mail Moments – 2016 Review”, March 2016 (data recast July 2016).
	03 The Comeback Kid: Direct Mail is Back - Liftoff Blog - November 2015.
	03A InfoTrends InfoBlog- Millenials Won't Respond to Printed Catalogs and Direct Mail, Right? WRONG! Jun 7, 2016
	04 IBM Commerce: U.S. Retail Black Friday 2015
	04A Recode- November 2016. http://www.recode.net/2016/11/26/13752620/black-friday-2016-billion-mobile-commerce
Tactile, Sensory & Interactive Promotion	
	05 Structural Graphics Website: Structural Graphics Success Stories. https://www.structuralgraphics.com/
	05A Structural Graphics Website: Dimensional Mailings. https://www.structuralgraphics.com/work/dimensional-print
	06 Millward Brown: Case Study Understanding Direct Mail with Neuroscience 2009.
	06A USPS OIG Research “Enhancing the Value of Mail: The Human Response” RARC Report June 15, 2015.
	06B Canada Post: “A Bias for Action: the neuroscience behind the response-driving power of direct mail” July 21, 2015.
Emerging & Advanced Technology Promotion	
	07 eMarketer: Walker Sands Communications, "Walker Sands 2016 Future and Retail Study" June 8, 2016.
	08 PebblePost Deck. http://pebblepost.com
	08A PebblePost Website: Case Studies. http://pebblepost.com/#casestudies