

2016 TACTILE, SENSORY AND INTERACTIVE PROMOTION

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2016 TACTILE, SENSORY AND INTERACTIVE PROMOTION REQUIREMENTS

I. BACKGROUND

The Tactile, Sensory & Interactive (TSI) Promotion builds on the success of the 2015 Emerging and Advanced Technology Promotion. The TSI Promotion leverages some of the latest technological advances within the print industry that encourages sensory engagement. As a result of the popularity and recognition of these advanced technologies, this new promotion has been added to the 2016 promotions calendar.

The print industry has been actively innovative not only in print production equipment, but the fundamental elements of the mail itself through new developments in papers/stocks, substrates, finishing techniques and inks. These elements can be incorporated to engage a multi-sensory experience through special visual effects, sound, scent, texture/tactile treatments, and even taste! In addition, interactive mailpiece features (such as pop-ups, infinite folds, or other dimensional treatments) can also help drive customer engagement. Neuroscience and neuromarketing research supports the potentially significant impact on brand recognition and message recall when marketing materials engage tactile experiences and/or senses. By leveraging the physical aspects of the mailpiece as well as the advances in print technology, marketers can enhance how consumers interact and engage with mail.

II. PROMOTION DESCRIPTION

The TSI promotion encourages marketers to adopt advanced techniques on their mailpieces in order to drive customer engagement and response rates.

There are three featured categories in this promotion:

- Specialty inks
- Specialty paper
- Interactive elements on envelope and/or mailpiece content

Registration Period: January 15 - August 31, 2016

Promotion Period: March 1 - August 31, 2016

Discount Amount:* 2% of eligible postage. The discount is calculated in *Posta/One!*[®] 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.

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

Ineligible Mail: First-Class Mail[®] presort & automation letters, cards & flats
Periodicals
Bound Printed Matter
Media Mail

* Only one promotion discount can be applied to any one mailing. Applying multiple promotion treatments to a mailpiece will not increase the discount amount.

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III. ELIGIBILITY REQUIREMENTS

Past acceptance/approval in prior year promotions does not guarantee acceptance/approval in the 2016 promotions. Please review the 2016 Promotion Requirements document to ensure that the mailpiece meets all requirements.

A. MAILPIECE CONTENT REQUIREMENTS**

*All mailpieces must be submitted to the TSI Promotion Office for review and approval no later than one week prior to the first mailing. Each mailpiece is reviewed individually. Therefore, approval on any one mailpiece **does not guarantee** approval of future pieces. The Promotions Office responds to all inquiries within 3 to 4 business days.*

The treatments which create tactile, sensory and interactive engagement can be categorized into specialty inks, specialty papers and other interactive features. Applying these treatments to the envelope and/or mailpiece is equally important to drive response rates. Participants are encouraged to apply these techniques to both the envelope and the mailpiece in order to maximize results. The mailpiece can incorporate one or more of the treatments (or any combination) on the outside of the envelope, on the mailpiece or both*.

*Samples enclosed within the envelope are not eligible for the TSI Promotion. Only the envelope and/or the mailpiece are qualified.

** All treatments must be *visible* and *distinguishable* on the mailpiece.

Envelopes must meet automation compatibility requirements.

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.

These inks may include but are not limited to:

- Conductive inks: Inks with metallic components are used to print a circuit and inserts that can be used to activate an electronic device. These inks contain metals such as copper, and are printed onto paper and substrates like any other ink. Printed components can include elements such as tiny, flexible batteries that power the printed circuits. Users press a “button” to close the circuit, and can activate other devices, such as lights, sound chips, or other electronic sensors and components.
- 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
- Metallic Ink*- Metallic ink is a varnish or vehicle containing metallic particles. Common metals used to manufacture metallic ink include copper, aluminum, bronze or zinc. When metallic ink is printed and left to dry, the metallic particles rise to the surface, reflecting light and creating a metallic sheen
- Piezochromic: Change appearance under pressure
- Hydro chromic: Changes appearance when exposed to water or liquids
- Clear Ink: Clear toner added as the fifth “color” in the typical CMYK printing processes. Used to, for example, highlight images; create artistic effects like patterns or watermarks, or to generate other security features.

* The use of a metallic ink in and of itself **does not meet** the promotion requirements; as noted on the requirements document the following qualities must also be present - visible and distinguishable while reflecting light and creating a metallic sheen. Its use is to make an element on the mailpiece “pop”

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Note: If the specialty ink used looks like a photo and is not distinguishable by the qualities of the ink application used, it does not qualify for the promotion.

If there are other specialty inks to be consider outside of the categories listed above, please contact the Promotion Office at tactilesensorypromo@usps.gov

Specialty Papers:

There are a variety of paper substrates that lend themselves to the incorporation of unique features 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
- Sound: Paper that incorporates sound chip/speakers (ex: motorcycle engine sound)
- Taste: Paper that incorporates edible components (ex: rice paper, potato paper, tea)

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 laminated, coated, or made of unique materials or incorporate techniques such as embossing or other surface treatments (ex: sandpaper, soft/velvet touch, spot UV finishes)The specialty paper used must be visible and distinguishable by the physical characteristics of the paper and/or the techniques used to qualify for the promotion.

If there are other specialty papers to be consider outside of the categories listed above, please contact the Promotion Office at tactilesensorypromo@usps.gov

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

Note: *Scratch-off, borders, reveals, die-cuts, stickers and detachables, zip-strip opening mechanisms nor samples enclosed within the envelope that have a treatment applied to them **do not qualify** for the promotion*

If there are other interactive techniques to be consider outside of the categories listed above, please contact the Promotion Office at tactilesensorypromo@usps.gov

For more ideas and examples of the engagement techniques that are part of this promotion please go to the web site(s) listed below:

- Specialty Paper: <http://www.irresistiblemail.com/#/formats>
- Textures: <http://www.irresistiblemail.com/#/textures>

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B. AUTHORIZATION PROCESS

All mailpieces* participating in the TSI Promotion **must** be submitted to the Promotion Office for review and approval no later than one week prior to the first mailing. Each mailpiece is reviewed individually. Approval of any one mailpiece does not guarantee approval of future pieces. The Program Office responds to all inquiries within **3 to 4** business days.

*Prototypes, mock-up samples, previous used samples, etc. can be submitted as the representation of the final mailpiece to see if the proposed concept would meet the TSI Promotion criteria (pre-verification). However the actual mail piece **must** be submitted to the TSI Promotion Office one week prior to the first mailing for final review/approval. Any final mailpieces that deviate from the prototypes, mock-ups or samples submitted for pre-verification, are subject to the loss of the discount.

When submitting a mailpiece for consideration, please include the name of the promotion (Tactile, Sensory and Interactive Promotion) on the address label. **Each sample must be numbered and it be clearly indicated what specialty element, technique or treatment is to be considered for review and approval.** Additionally, the name and email address of the point of contact must be included. Please use the following guideline.

Contact Name:

Email:

Phone Number:

Company Name:

Element, technique or treatment to be evaluated:

Location on mailpiece of element, technique or treatment to be evaluated:

Delays and/or disapprovals will result from the lack of inclusion of this required information.

All mailpieces are retained by the promotion office and are used to substantiate that the pre-verification mailpiece(s) indeed matches the final mailpiece that are required to be sent to the promotion office, and match what was actually submitted for acceptance at the BMEU

Please submit mailpieces to:

US Postal Service
Attn: Tactile, Sensory and Interactive Promotion
PO Box 23282
Washington, DC 20026-3282

FedEx and UPS do not deliver to PO Box addresses. To ensure delivery to the TSI Promotion Office, please use Postal products or services.

C. REGISTRATION REQUIREMENTS

Participants and/or Mail Service Providers (MSPs) must register on the Business Customer Gateway (BCG) via the Incentive Program Service (gateway.usps.com). Promotion participants must complete their registration (including agreeing to the promotion terms) at least 2 hours prior to presenting the first qualifying mailing and specify which permits and CRIDs will be participating in the promotion. The USPS Promotions & Incentives Program Office recommends that mailers register several days in advance of the first qualifying mailing.

If you need Additional Assistance with enrollment you must contact the *Posta/One!* Customer Care Center at (800) 522-9085 or postalone@email.usps.gov.

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**** As part of the terms of participation, all mail owners must complete a survey about their participation in the promotion at the end of the promotion period.*

A user guide for enrollment is available on our RIBBS pages at:

https://ribbs.usps.gov/maillingpromotions/documents/tech_guides/IncentiveProgramsEnrollmentGuide.pdf.

D. MAILING SUBMISSION REQUIREMENTS

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

Documentation/Postage Statement

Mailings must be submitted electronically via Mail.dat and Mail.XML or Postal Wizard.

Mailings that are prepared and entered by an entity other than the mail owner must indicate the owner's identity in the electronic documentation ("eDoc"). The eDoc must identify the mail owner and mail preparer in the By/For fields by Customer Registration ID (CRID), Mailer ID (MID) or Permit number.

To claim the discount for mailings submitted via Mail.dat or Mail.XML, the Component Characteristics Record (CCR) file should be populated with the two digit **characteristic "SS"** for the 2016 Tactile, Sensory and Interactive Engagement Promotion.

Participants will be required to affirmatively claim this promotion in the "Incentive Claimed" section on electronic postage statement submissions certifying each mailpiece meets all eligibility requirements.

Combined and Commingled Mailings

In a commingled, combined or co-mailing, separate postage statements must be used for mailpieces not meeting promotion requirements.

Standard Mail commingled, combined, and co-mail mailings (including MLOCR mailings) may only qualify for the promotion if:

- All of the pieces commingled in the mailing meet program requirements, or;
- The mailings include multiple clients (or versions) but have separate postage statements generated for the mailpieces that participate in this promotion.

NOTE: Mail must be tendered for acceptance during the promotion period, March 1 – August 31, 2016. All promotion eligible mailings must be accepted and entered in PostalOne! no earlier than 12:00:00AM on 03/01/2016 and no later than 11:59:59 PM on 08/31/2016 (the last day of the promotion).

If PostalOne! issues arise during the promotion period which prevents the timely finalization of Postage Statements in PostalOne! please follow the instructions illustrated in the PostalOne! External Contingency Plan:

https://ribbs.usps.gov/intelligentmail_latestnews/documents/tech_guides/PostalOneExternalContingencyPlan.pdf

Mailing Date

Mail must be tendered for acceptance during the promotion period, March 1 – August 31, 2016. Plant-Verified Drop Shipment (PVDS) mailings that are verified and paid for during the promotion period and qualify for the promotion will be accepted at destination entry postal facilities through September 15, 2016 (PS Form 8125). A PVDS mailing that qualifies for the promotion cannot have verification or the actual drop ship occur prior to March 1, 2016. Any qualifying mailing that is accepted and paid for prior to March 1, 2016 is not eligible for the promotion discount.

Postage Payment Method

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Postage must be paid using a Permit Imprint or Precanceled Stamp permit. Some Meter Permit mailings may qualify. Every Door Direct Mail (EDDM) deposited at a Business Mail Entry Unit may qualify, but EDDM Retail mailings taken to local Post Office retail units are ineligible to participate.

Meter Mail/Precanceled Payment Option

Meter mailers who wish to claim the incentive must affix the appropriate reduced promotion amounts listed in the table below. Mailers must select the appropriate Postage Affixed Method option as follows:

- If mailer is eligible for VAR/CVAR Meter Mail, all options are available (Lowest, Correct and Neither)
- NonVAR/CVAR Meter Mail: only “Neither” is an option
- Precanceled: Only “Neither” is an option

Any net postage due for the mailing must be paid from an advanced deposit (permit) account.

Processing Category	Incentive Postage Amount Affixed
Standard Mail Regular Auto/PRSRT/CR Letters	0.12
Standard Mail Regular Auto/PRSRT/CR Flats	0.13
Standard Mail Nonprofit Auto/PRSRT/CR Letters	0.05
Standard Mail Nonprofit Auto/PRSRT/CR Flats	0.06

All existing requirements around mail preparation and acceptance as they are described in the Domestic Mail Manual (DMM) remain in place. Please refer to http://pe.usps.gov/text/dmm300/dmm300_landing.htm for more information.

E. REQUIREMENTS AT MAIL ACCEPTANCE AND POST-MAILING

Participants must provide a hard copy, unaddressed full sample of the mailpiece claiming the promotion discount to the Business Mail Entry Unit (BMEU)/acceptance clerk at the time of mailing. If a mailing agent submits promotional mailings from multiple mailers, a hard copy sample of each mailer's mailpiece must be presented. Addressed samples will not be accepted. All mailings are subject to standard acceptance and verification procedures.

Post Mailing Requirements: The Promotion Office will review mailpieces collected at BMEUs to verify that submissions meet promotion requirements. The Postal Service reserves the right to pursue a revenue deficiency for mailings that do not meet all promotion requirements, to un-enroll, the mailer from the TSI Promotion or restrict participation in future promotions. Additionally, all mailers who receive the discount must retain a hard copy sample of the mailpiece until November 30, 2016, and if requested by the Postal Service, must forward such sample to the TSI Promotion Office.

IV. TECHNICAL INFORMATION

To claim the discount for mailings submitted via Mail.dat or Mail.XML, the Component Characteristics Record (CCR) file should be populated with the **two digit characteristic “SS”** for the 2016 Tactile, Sensory and Interactive Mailpiece Engagement promotion.

For further technical information, please refer to the Technical Specifications on RIBBS: <https://ribbs.usps.gov/index.cfm?page=intellmailguides>

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V. TSI PROMOTION OFFICE CONTACT INFORMATION

Email: tactilesensorypromo@usps.gov
Mail: US Postal Service
Attn: Tactile, Sensory and Interactive Promotion
PO Box 23282
Washington, DC 20026-3282

The TSI Promotion Office responds to all inquiries within **3 to 4** business days..

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Information and resources will also be posted online at: <https://ribbs.usps.gov/mailingpromotions>

Date	Section	Reason For Revision	Version
12/23/15	Promotion Office Contact Information	Corrected email address	2
Date	Section	Reason For Revision	Version
1/8/16	Specialty Papers	Add "and flats"	3
Date	Section	Reason For Revision	Version
2/22/16	Multiple Sections	Clarification	4
4/27/16	Clarification of acceptable treatments	Clarification	5
Date	Section	Reason For Revision	Version
6/29/16	Multiple Sections	Clarification	6