2014 USPS Promotions: Branded Color Mobile Technology

January 23, 2014

Mailing Services
New Products & Innovation

Agenda

- Mobile Barcode Facts
- Promotion Benefits
- Successful Mobile Technology Campaigns
- Branded Color Mobile Technology promotion
  - Technical Updates
  - Promotion Requirements
  - Registration
  - Mobile Campaign & Mailpiece Requirements
- Mobile Barcode Best Practices
- Mailpiece Pre-Approval/Review
- 2014 Promotions
- Questions

Mobile Barcode Facts

- Through 2014, more of the world's internet users will be getting online with mobile devices than with desktops and laptops.

  --Morgan Stanley Research

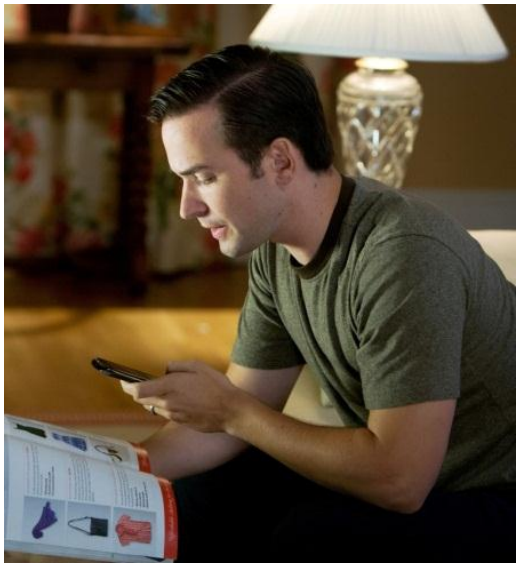
- 19% of U.S. consumers report having scanned a QR Code

  --Pitney Bowes

- The most popular places for QR codes to be scanned were magazines (15%), mail (13%), product packaging (13%) and posters (10%)

  --Pitney Bowes

- QR codes are currently the most popular tool for businesses to connect their offline content to online interactive experiences.



Source: http://www.qrstuff.com/blog/2013/02/10/qrstuff-qr-codes-go-visual
http://www.pb.com/smb/qr-codes/marketing/best-pactices/dos-donts

Promotion Benefits

Reach Consumers

- Consumers are 47% more likely to scan a recognizably branded QR Code

Standard QR code

vs.

Designer QR code

Increased Brand Awareness

- Placing a logo or graphic into the QR code increases the visibility and the recognition for the brand, product or service being offered.
- Visual QR codes allow the QR code to be placed front and center making it part of the ad rather than just a footnote to it.

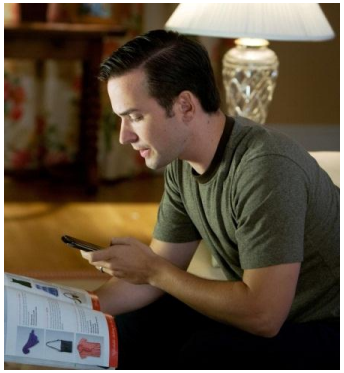
Discount

- Discount off total postage for commercial Standard Mail and First-Class Mail

Source: www.scanlife.com/designer-qr-codes

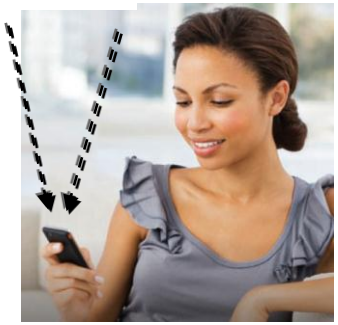
Keys for Successful Mobile on Mail

Call to Action



Capture

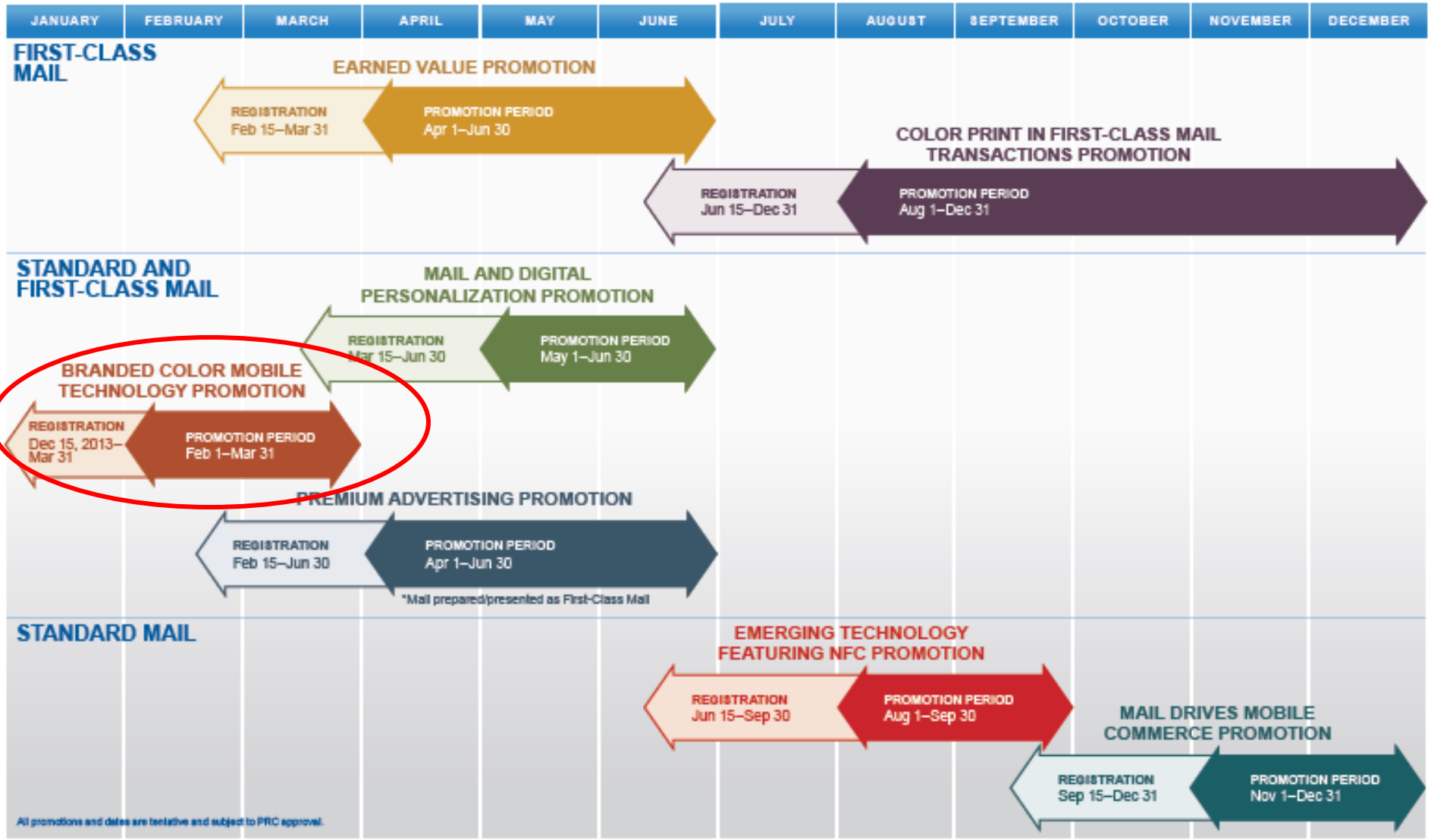
Company name



Resulting Action

Mobile-on-Mail campaigns require a call to action, mobile technology to capture the offer, and a resulting consumer action.

2014 Promotions



Branded Color Mobile Technology

- Registration: December 15, 2013-March 31, 2014
- Promotion Period: February 1 – March 31, 2014
- Eligible Mail:
  - Standard and Nonprofit Mail letters and flats
  - First-Class Mail presort and automation letters, cards and flats
- Discount: 2 percent per eligible mailpiece.

Scan here with your mobile device for more information.

The mobile barcode must be functional and incorporate **one** of the following:

a. 2 or more colors (*other than* black, white or gray)

b. a trademark or graphic that includes one color or multiple colors (*other than* black, white or gray)

OR

The mobile technology could also potentially incorporate other non-intrusive options that do not interfere with the creative value of the printed mailpiece. A color image embedded with a digital watermark or intelligent print image recognition would both meet this requirement.

Branded Color Mobile Technology

PostalOne! correction for Incentive Code issues:

- Mail.XML versions 13.0A and 13.0B – use CCR value MT (available 1/26)
- Mail.dat version 13.1 – use CCR value MT (available 1/26)
- All other versions – use CCR value CP

Promotion Requirements

Registration

- Participants and/or MSPs can register
- Register via the Business Customer Gateway (BCG)

Submission

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

Mailpiece

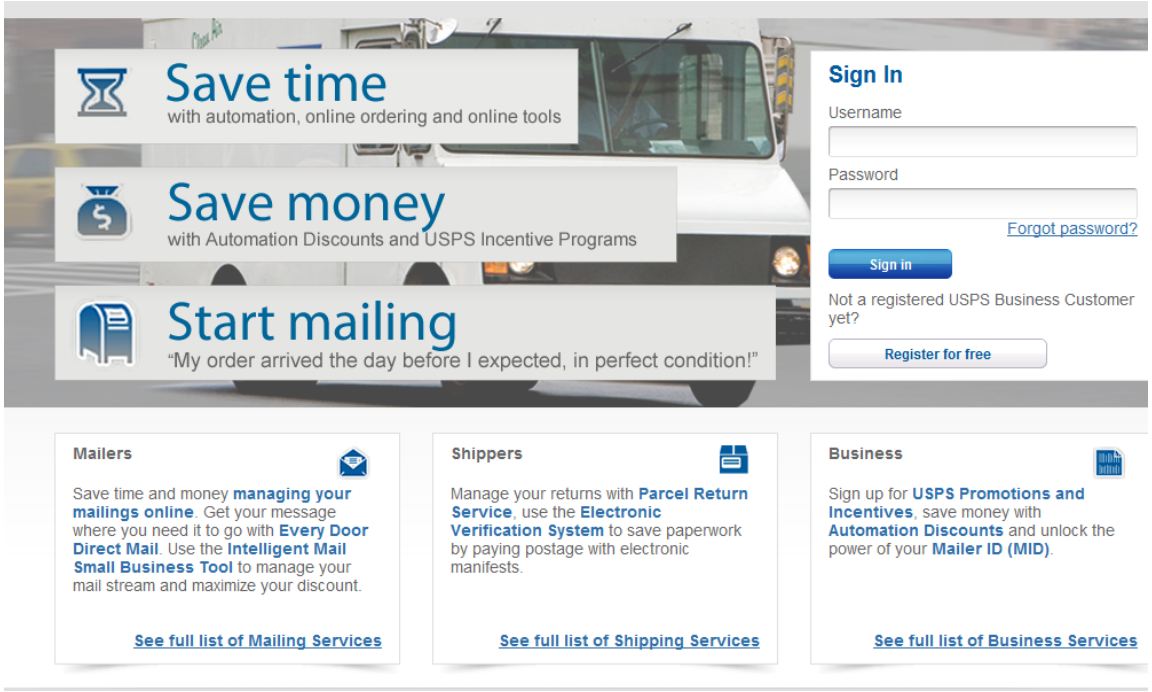
- Must contain color mobile-print technology
- Must include directional copy
- Must lead to a mobile optimized experience

Discount

- Promotion discount is calculated in PostalOne!®
  - Must be claimed at the time of mailing

Registration

- Register on Business Customer Gateway via the Incentive Program service: https://gateway.usps.com
- Agree to promotion terms at least 2 hrs. prior to presenting the first qualifying mailing
  - Specify which permits and/or CRIDs will be participating in the promotion
  - Agree to complete a survey on the Business Customer Gateway at end (mailers only)



Mobile Campaign & Mailpiece Requirements

Promotion Qualification

① Color/ Trademark/ Graphic

Acceptable examples include:

② Mobile Optimization

Non Mobile Optimized | **Mobile Optimized**

③ Directional Copy

Acceptable examples include:

Scan here to shop our mobile site.

Scan to download our app.

Scan this page for special offers.

Types of Mobile Barcodes

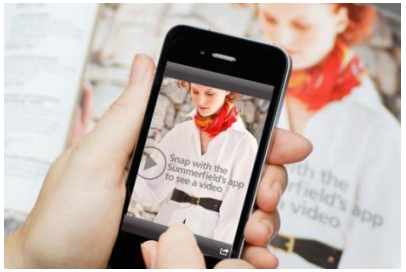
Mobile barcodes are a broad term for print technologies that enhance the consumer experience when scanned by a mobile device.

Sample Technologies

Mobile Barcode

- Barcodes leading to website links, video, coupons, etc.

Image Recognition



- Identifies digital watermarks and printed images

Branded Color Mobile Barcodes

- Color QR code with no graphic or trademark—2 colors must be used other than black, white or gray.

- Color QR code with a graphic or trademark—1 or more colors is acceptable. However, you cannot use black, white or gray as the primary color.

- You can choose to use your company name or slogan with 1 or more colors—other than black, white or gray.

Mobile-Optimized Sites

Mobile-Optimized v. Mobile Friendly

- Webpage is specifically designed for smartphone screens
- Mobile-optimized sites have:
  - More compact layout
  - Less copy
  - Fewer/smaller images
  - Streamlined navigation
- Ineligible:
  - Mobile-friendly site: Full webpage formatted to fit within a smartphone screen

Mobile Friendly

Mobile Optimized

Mobile Barcode Best Practices

1. Make the QR code visible and easy to scan

2. Test with multiple devices and scanners

3. Don’t send consumers to your full sized desktop site

4. Assist the consumer in the use of QR codes with directional copy

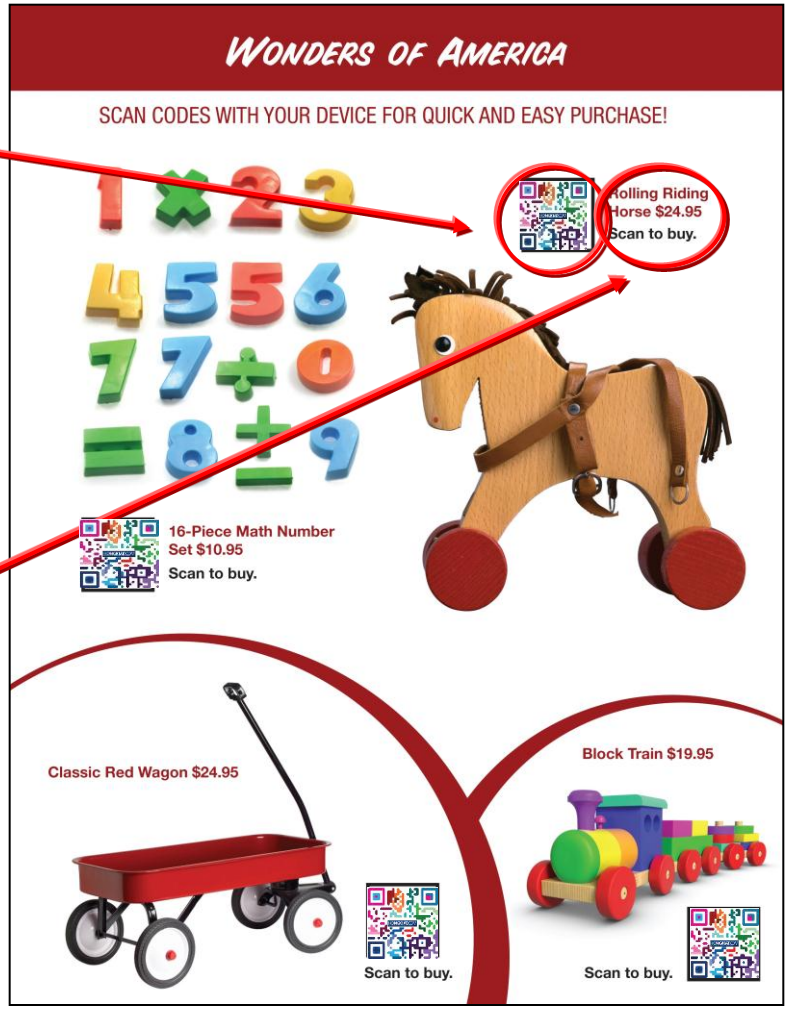
5. Track the results

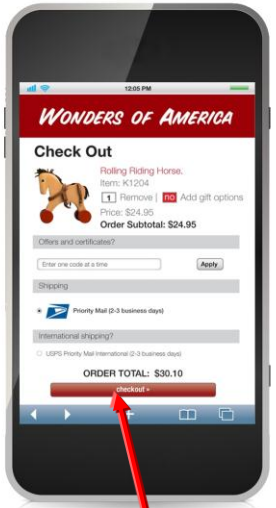
Source: www.pb.com/smb/qr-codes/marketing/best-practices
www.jblogg.com/2011/04/19/5-tips-for-using-qr-codes-effectively-the-sxsw-effect
http://mashable.com/2011/01/28/qr-code-business-tips/
http://www.pb.com/smb/qr-codes/marketing/best-practices/dos-donts

Sample Review

1 Mailpiece contains a mobile barcode or other digital technology with color, graphic or trademarks.

2 Directional copy provides instruction about scanning and information about offer





3 Barcode leads to mobile optimized website

Frequently Asked Questions

Question: If I have a QR code that is blue with a pink background, does that qualify as two colors?

Answer: Yes, that would qualify for the promotion.

Question: What if I have a black and white QR code with colors around the outside, is that acceptable?

Answer: No, that would not qualify. The two colors must be a part of the actual QR code design.

Program Contact Information

For further information:

Email: mobilebarcode@usps.gov

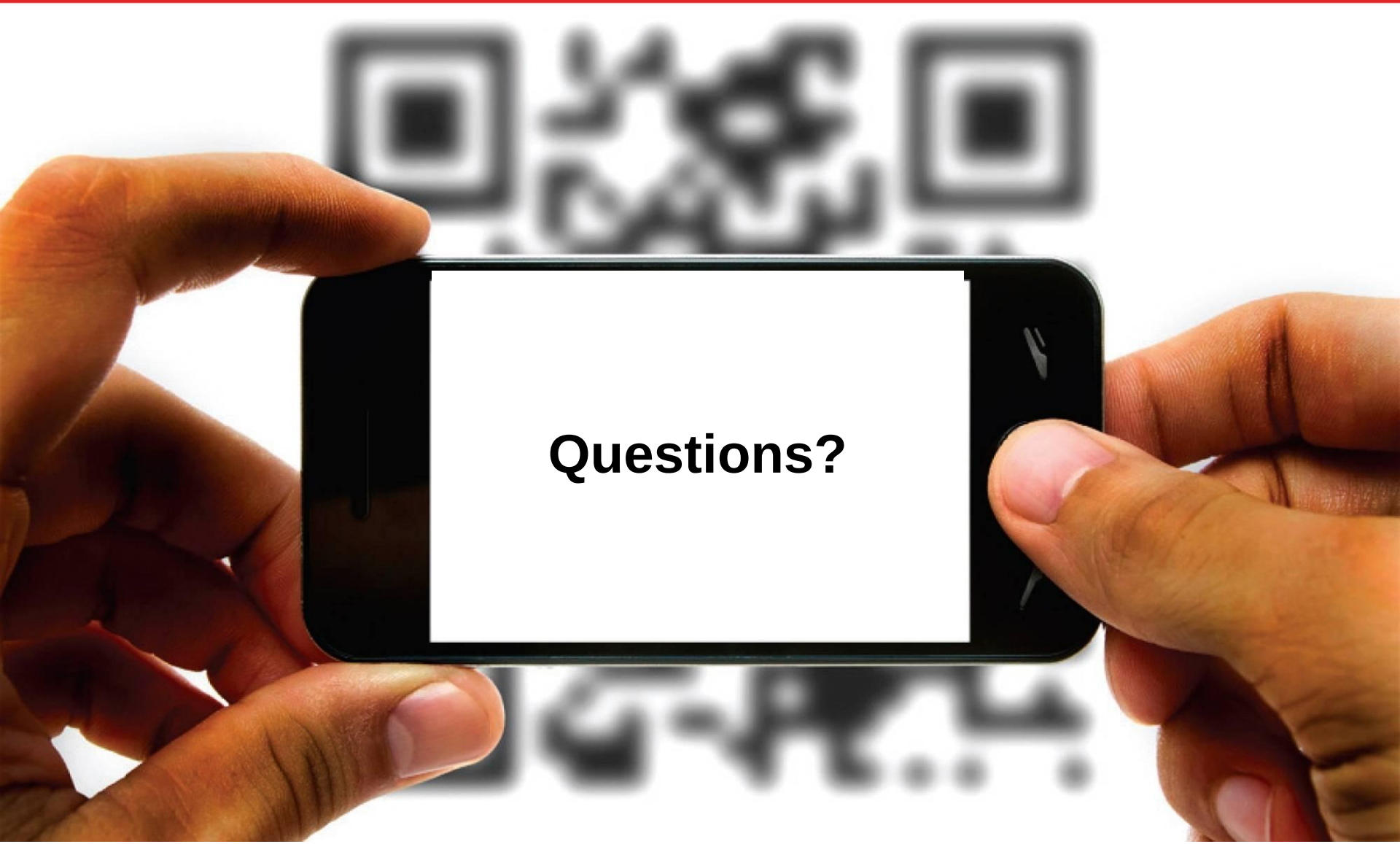
Fax: 202-268-0238

Mail: US Postal Service
Attn: Branded Color Mobile Technology Promotion
Post Office Box 23282
Washington, DC 20026-3282

Web: https://ribbs.usps.gov/mobilebarcode
https://www.usps.com/business/promotions-and-incentives.htm?

The program office encourages mailers to request pre-approval on planned creative/mobile barcode usage.

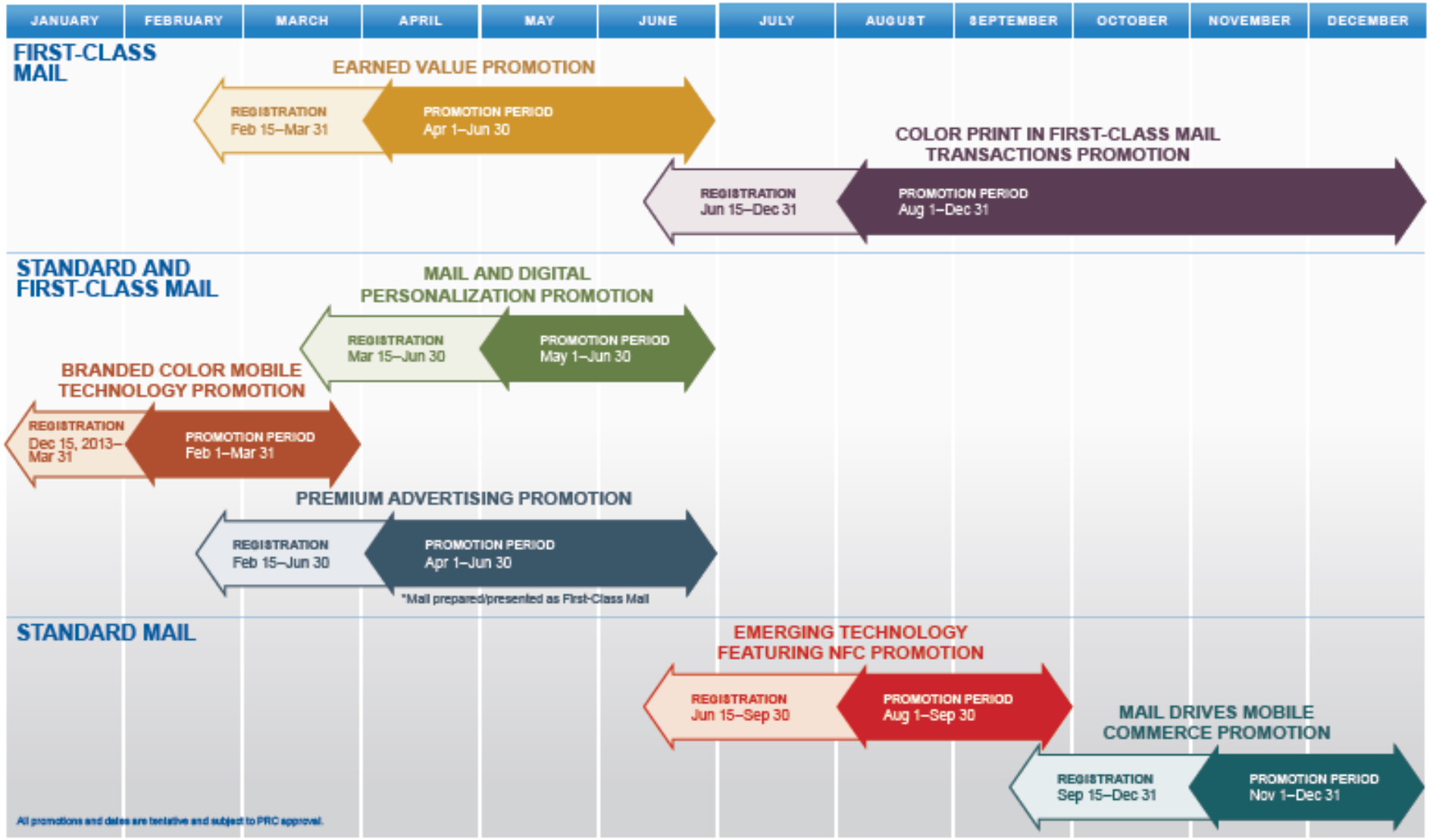
Requests should be sent to the program office at: mobilebarcode@usps.gov


Questions?

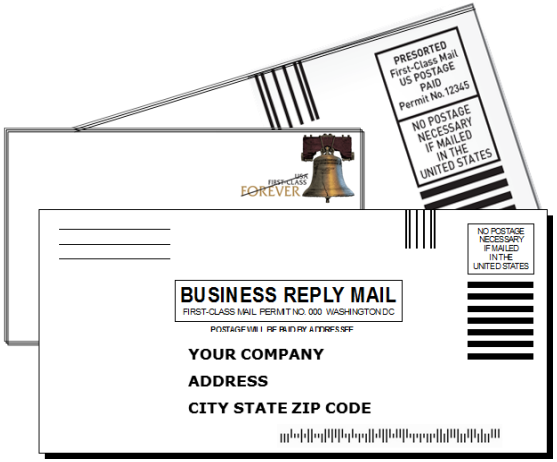
2014 Promotions

UNITED STATES POSTAL SERVICE ®

2014 Promotions



Earned Value Reply Mail Promotion



Encourage USPS customers to continue to provide Business Reply Mail® (BRM) and Courtesy Reply Mail™ (CRM) as options for consumers to communicate with them.

- **Registration Period:** February 15 – March 31
- **Promotion Period:** April 1 – June 30 (Reply pieces counted during this period)
- **Credit**
  - 2 cents credit per eligible, returned CRM or BRM mailpiece.
  - Participants in the 2013 Promotion whose CRM and BRM counts increase in 2014 receive 3 cents per eligible mailpiece
- **Credit Receipt/Redemption**
  - Credit will be applied to the mailer's Permit Imprint account

Premium Advertising Product Promotion

Promotion offers an upfront discount on First-Class Mail letters composed entirely of marketing or advertising content.

- **Registration Period:** Feb. 15 – June 30
- **Promotion Period:** April 1 – June 30
- **Eligible Mail:** First-Class Mail commercial letters (IMb full-service mailings)
- **Discount:** 15% off eligible FCM postage
- **Eligible Participants:** Customers who mailed $6 million or more in Standard Mail letter postage in FY 2013
  - Eligible Customers contacted by USPS by Dec 20,2013
- **Postage Payment:** Permit Imprint only
- **Requirements** Posted on RIBBS

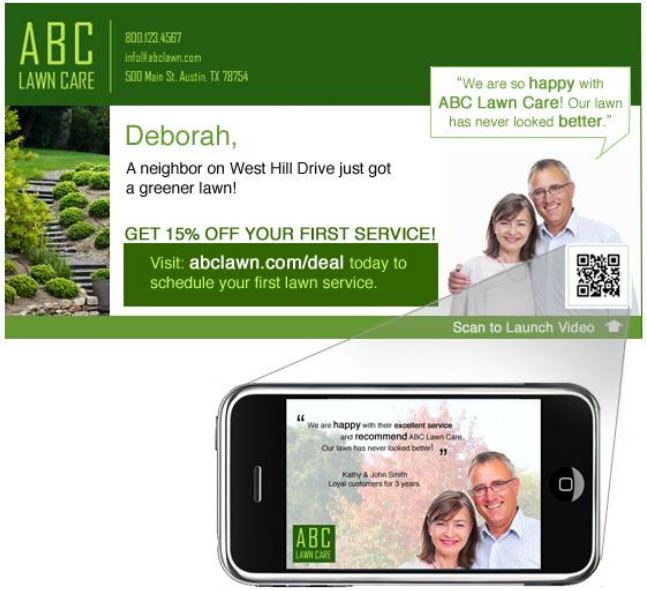
Mail & Digital Personalization Promotion

Both the mailpiece and PURL/website must be customized and/or personalized to qualify for this promotion.

- **Registration: March 15 – June 30**
- **Promotion Period: May 1 – June 30**

- **Eligible Mail:**
  - Standard Mail letters and flats
  - Nonprofit Standard Mail letters and flats
  - First-Class Mail presort and automation letters, cards and flats
  - IMb full-service mailings for applicable products
- **Discount**: 2% per eligible mailpiece.
- **Program requirements** Posted on RIBBS/usps.com

Mail & Digital Personalization Promotion



Mailpiece Requirements

- Must be relevant and highly personalized to the recipient, and
- Contents based on, information about the recipient such as:
  - Name
  - Age
  - Birthday
  - Buying behavior
  - Preferences
  - Online behavior
- Must contain PURL/print mobile technology directing recipient to website

Webpage Requirements

- Urls, or print-mobile technology must lead to a personalized landing page
- Destination webpage must provide highly personalized content
- Must have a unique url that enables the mailer the ability to track and monitor individual mail recipient response and web activity

Color Print in First-Class Mail Transactions Promotion

Encourage FCM mailers to use color messaging on bills and statements

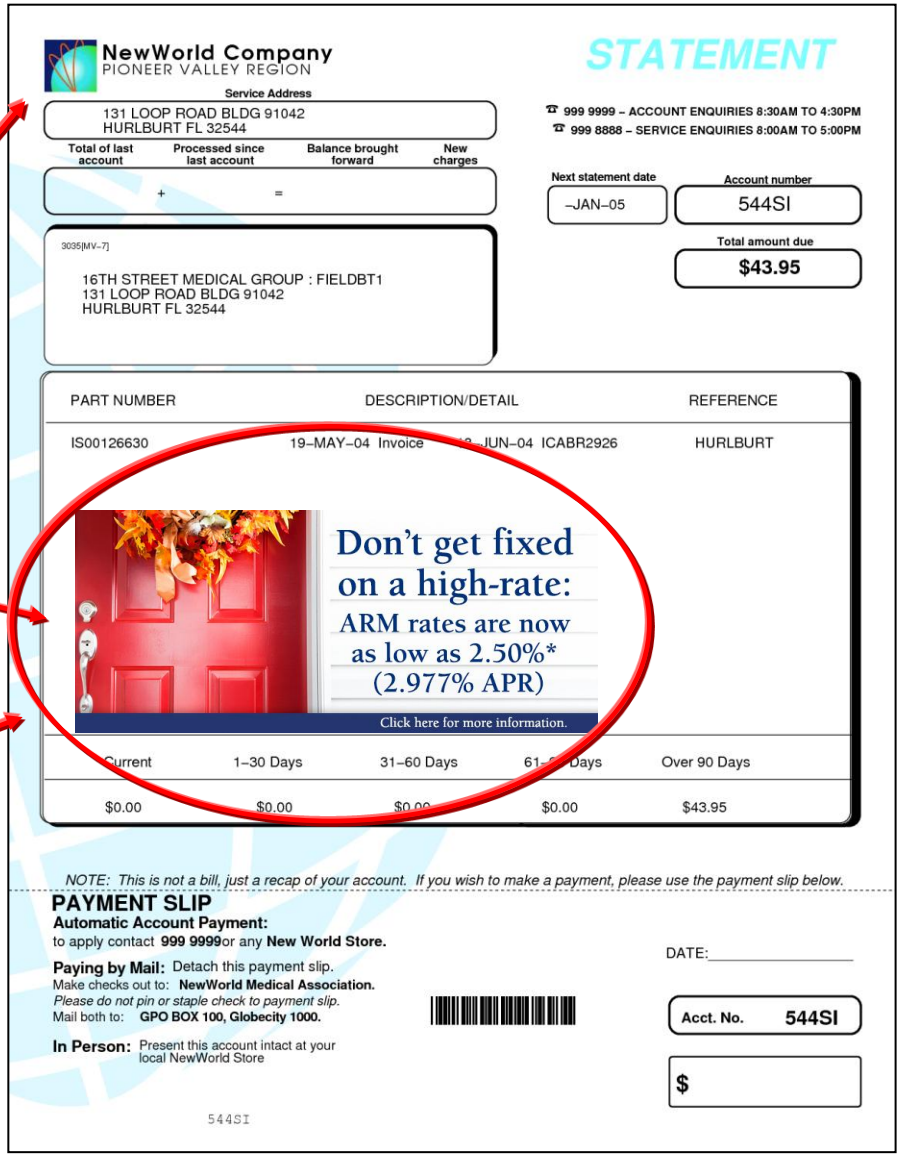
- **Registration Period:** July 15 – December 31
- **Program Period:** August 1 – December 31
- **Eligible Mail:** First-Class Mail commercial letters (sent in IMb full-service mailings)
- **Discount:** Upfront 2% postage discount
- Mailpiece must have dynamic color printing on the bill or statement
- Color messaging must be marketing or consumer information
  - Color inserts and pre-printed color paper stock, do not qualify
  - Color in transactional fields will not qualify

Color Print in First-Class Mail Transactions Promotion

1. Pre printed color paper stock does not qualify

2. Color content is marketing or consumer information

3. Color messaging is dynamically printed



NewWorld Company
PIONEER VALLEY REGION

STATEMENT

Service Address
131 LOOP ROAD BLDG 91042
HURLBURT FL 32544

☎ 999 9999 – ACCOUNT ENQUIRIES 8:30AM TO 4:30PM
☎ 999 8888 – SERVICE ENQUIRIES 8:00AM TO 5:00PM

Total of last account	Processed since last account	Balance brought forward	New charges
	+	=	

Next statement date: –JAN–05
Account number: 544SI
Total amount due: $43.95

3035[MV–7]
16TH STREET MEDICAL GROUP : FIELDBT1
131 LOOP ROAD BLDG 91042
HURLBURT FL 32544

PART NUMBER	DESCRIPTION/DETAIL	REFERENCE
IS00126630	19–MAY–04 Invoice [illegible]–JUN–04 ICABR2926	HURLBURT

Don't get fixed on a high-rate:
ARM rates are now as low as 2.50%* (2.977% APR)
Click here for more information.

Current	1–30 Days	31–60 Days	61–[illegible] Days	Over 90 Days
$0.00	$0.00	$0.00	$0.00	$43.95

NOTE: This is not a bill, just a recap of your account. If you wish to make a payment, please use the payment slip below.

PAYMENT SLIP
Automatic Account Payment:
to apply contact **999 9999** or any **New World Store.**

Paying by Mail: Detach this payment slip.
Make checks out to: **NewWorld Medical Association.**
Please do not pin or staple check to payment slip.
Mail both to: **GPO BOX 100, Globecity 1000.**

In Person: Present this account intact at your local NewWorld Store

DATE:_____

Acct. No. 544SI

$

544SI

Emerging Technologies Promotion

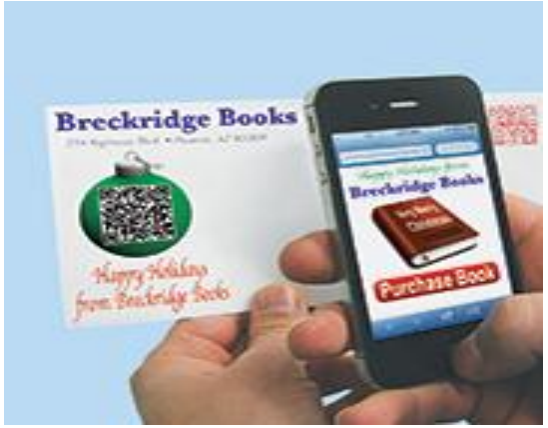
Encourage mailers to enhance the value of their mail utilizing Near Field Communication

Other potential technologies still being considered

- **Registration Period:** June 14 – September 30
- **Promotion Period:** August 1 – September 30
- **Discount:** 2% per eligible mailpiece
- **Eligible Mail:**
  - Standard Mail letters and flats
  - Nonprofit Standard Mail letters and flats
  - IMb full-service mailings for applicable products

Mail Drives Mobile Commerce Promotion

Encourage marketers and retailers to utilize state of the art mobile purchasing technology with direct mail to facilitate purchases. Eligible mailpieces must include print/mobile technology that can be read or scanned by a mobile device and leads the recipient to a mobile-optimized shopping website.



- **Registration Period:** September 15 – December 31
- **Promotion Period:** November 1 – December 31
- **Eligible Mail:**
  - Standard Mail letters and flats
  - Nonprofit Standard Mail letters and flats
  - IMb full-service mailings for applicable products
- **Discount:** 2% per eligible mailpiece (Mailers who fulfill packages via Priority Mail may qualify for and additional 1% discount)
- **Priority Mail Fulfillment Rebate**
  - Additional 1% Standard Mail postage rebate

Updates

- **Mail and Digital Personalization Promotion**
  - Requirements posted on RIBBS
  - Registration opens March 15
- **Emerging Technology Promotion**
  - Requirements posted by end of January
  - NFC and other “non-app” driven technology focus
  - Potentially expanding promotion to include “Enhanced” Augmented Reality
    - Continuing to define these parameters/requirements
- **Mail Drives Mobile Commerce Promotion**
  - Requirements posted early February
  - Further definitions of “enhanced mobile purchasing” requirement (# of clicks/time to complete purchase)

Updates

- **Earned Value Promotion**
  - Requirements posted on RIBBS
  - Registration opens February 15
  - Questions can be sent to: earnedvalue@usps.gov
- **Premium Advertising Promotion**
  - Requirements posted on RIBBS
  - Letters sent to identified, eligible customers in late December
  - Registration opens February 15
  - Questions can be sent to: PremiumAdMail@usps.gov
- **Color in First-Class Mail Transactions Promotion**
  - Draft requirements sent to MTAC UG#8 on 1/13
  - Requirements will be posted to RIBBS end of next week

Program Contact Information

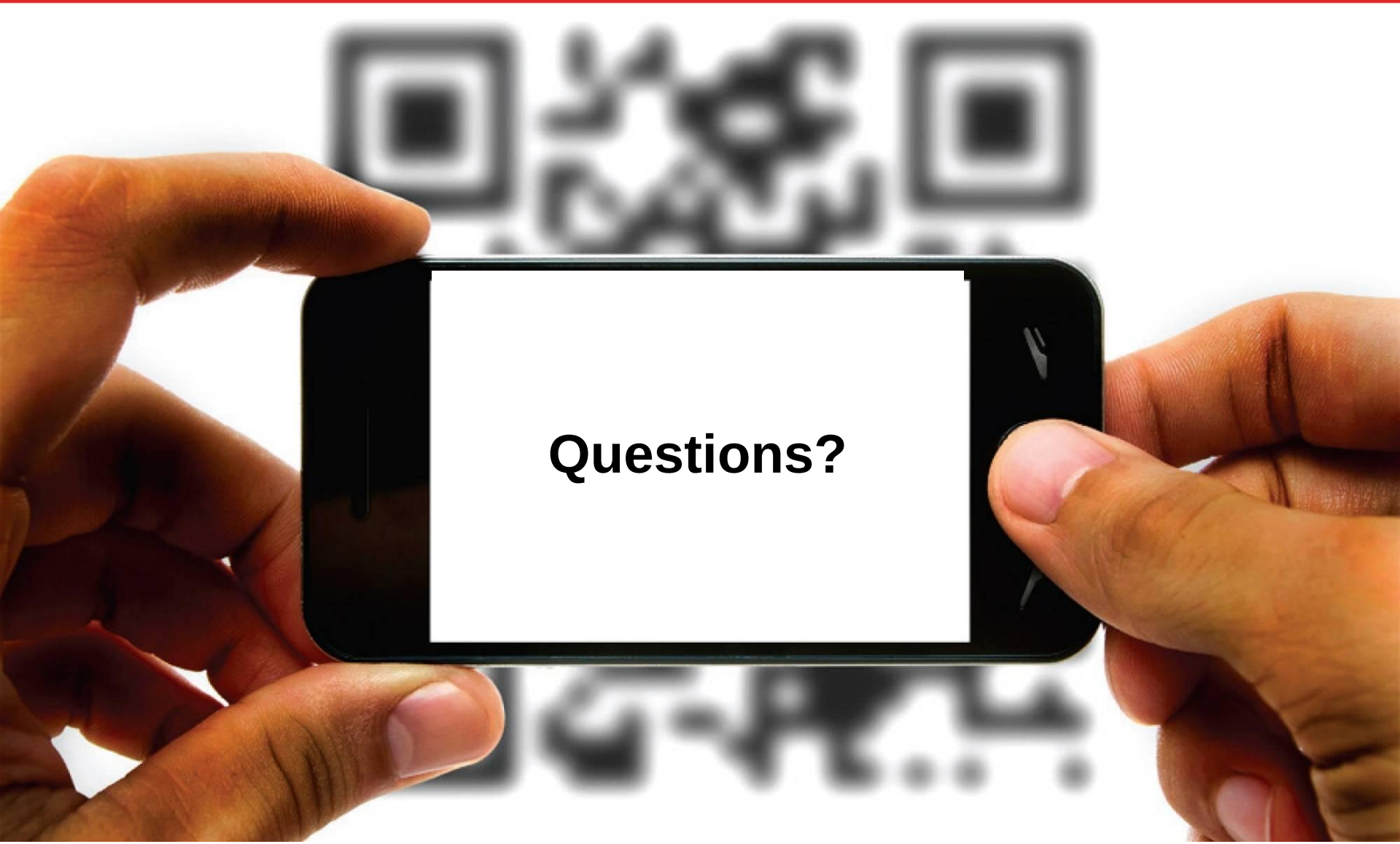
For further information:

Email: **mobilebarcode@usps.gov**

Fax: 202-268-0238

Mail: US Postal Service
Post Office Box 23282
Washington, DC 20026-3282

Web: https://ribbs.usps.gov/mobilebarcode


Questions?