

Priority Mail Improvement Marketing Update

MTAC

August 27, 2013

- **Why have we improved Priority Mail?**
- **What is involved with the improvement?**
- **What is our new Creative Campaign?**
- **How have we supported the campaign?**

USPS needs to close the “Reliability Gap” on its shipping service

Choose their carriers based on:

- 1) **56% Speed**
- 2) **56% Tracking**
- 3) **45% Reliable delivery date and time**

Perception of USPS

“Arrived over a week late”

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

“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.”

Addresses key opportunity areas related to speed, tracking and reliable delivery:

- Express Mail name changes
- Priority Mail insurance enhancements
- New expedited packaging supplies
- Day-specific delivery information

Product Enhancements

Product	Insurance	Features	New Terminology
Priority Mail Express	\$100 included insurance	Unchanged	Scheduled Delivery Day
Priority Mail	\$50 or \$100 included insurance included, depending on payment method	Day-specific delivery information (1, 2, 3 Day)	Scheduled Delivery Day

New packaging designs for Priority Mail Express and Priority Mail highlight these key services:

“Same great Express Mail service, with a new name”

“Guaranteed, Tracked & Insured”

“Tracked & Insured”



Priority Mail Express

Priority Mail

Sales Materials

By 8/1



- ✓ Customizable Presentation
- ✓ Visual Map
- ✓ Job Aids
- ✓ Videos

NATIONAL MAILER

B2B 7/30



NATIONAL MAILER

B2C 9/9



PR

Early August

- ✓ Media Webinar
- ✓ Press Tour

NATIONAL TV

Start 8/19



Digital

Start 8/19



Retail & USPS.com

July 29th



NATIONAL PRINT

Starting Aug





- **Honor Heritage**
- **Clean, Unified Look & Feel**
- **Clear Signage**

ALERT: Customers be aware of fraudulent package delivery messages sent by email or phone. [Read more >](#)

Quick Tools 

-  **Track & Confirm**
 
-  **Find USPS Locations** 
-  **Buy Stamps** 
-  **Schedule a Pickup** 
-  **Calculate a Price** 
-  **Find a ZIP Code™** 
-  **Hold Mail** 
-  **Change of Address** 

 **Ship Online Now >**

[Ship a Package](#)  [Send Mail](#)  [Manage Your Mail](#)  [Shop](#)  [Business Solutions](#) 

PRIORITY:YOU

We're reinventing domestic Priority Mail® to better serve you.

- **IMPROVED USPS TRACKING™**
- **FREE INSURANCE UP TO \$50**
- **DAY SPECIFIC DELIVERY**

[LEARN MORE >](#)



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News & Information

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[Learn More in the USPS Newsroom >](#)



Priority Mail® Delivery Map

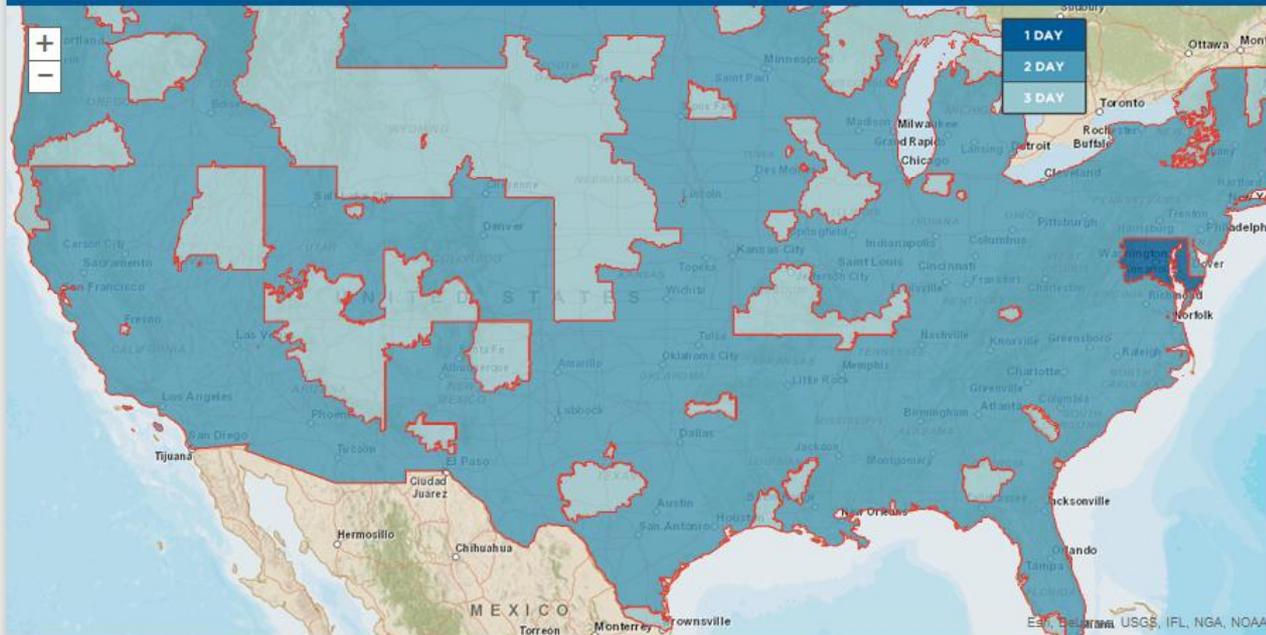
Enter an origin ZIP Code™ to see 1, 2, or 3 day specific delivery times from that origin. Zoom in to see ZIP Code zones by first 3 digits. Exceptions apply for certain ZIP codes. Visit usps.com/makingprioritymailbetter for details.

* ORIGIN // ZIP CODE

20010

SUBMIT

[READ PRIORITY MAIL FAQs](#)



336+ News Articles

104 outlets picked up AP story

AP Associated Press

Postal Service Revamps Priority Mail Program

“U.S. Postal Service is revamping its priority mail program to raise revenue and drive new growth in its package delivery business.”

[Click here for full article](#)

The Washington Post

Postal Service changes Priority Mail lineup to enhance shipping business

“Our revamped Priority Mail should be a game-changer in the shipping marketplace,” said USPS Chief Marketing and Sales Officer Nagisa Manabe. “We’re meeting the rising expectations of customers.”

[Click here for full article](#)

Los Angeles Times

USPS revamping priority mail service in effort to bolster revenue

U.S. Postal Service has revamped its priority mail service to bolster revenue and compete with private sector rivals such as United Parcel Service and FedEx

[Click here for full article](#)

Bloomberg

U.S. Postal Sees \$500 Million Revenue From Priority Mail Changes

“A lot of customers have told us insurance is a necessity and we are closing this competitive gap,” said Nagisa Manabe, chief marketing and sales officer.

[Click here for full article](#)

660+ Broadcast Clips

Covered by all major network affiliates (CBS, ABC, NBC, FOX) in most major markets

Click on the images below to view TV coverage



2,857 Social Media Posts

958 Blogs, 713 Forums, 910 Tweets

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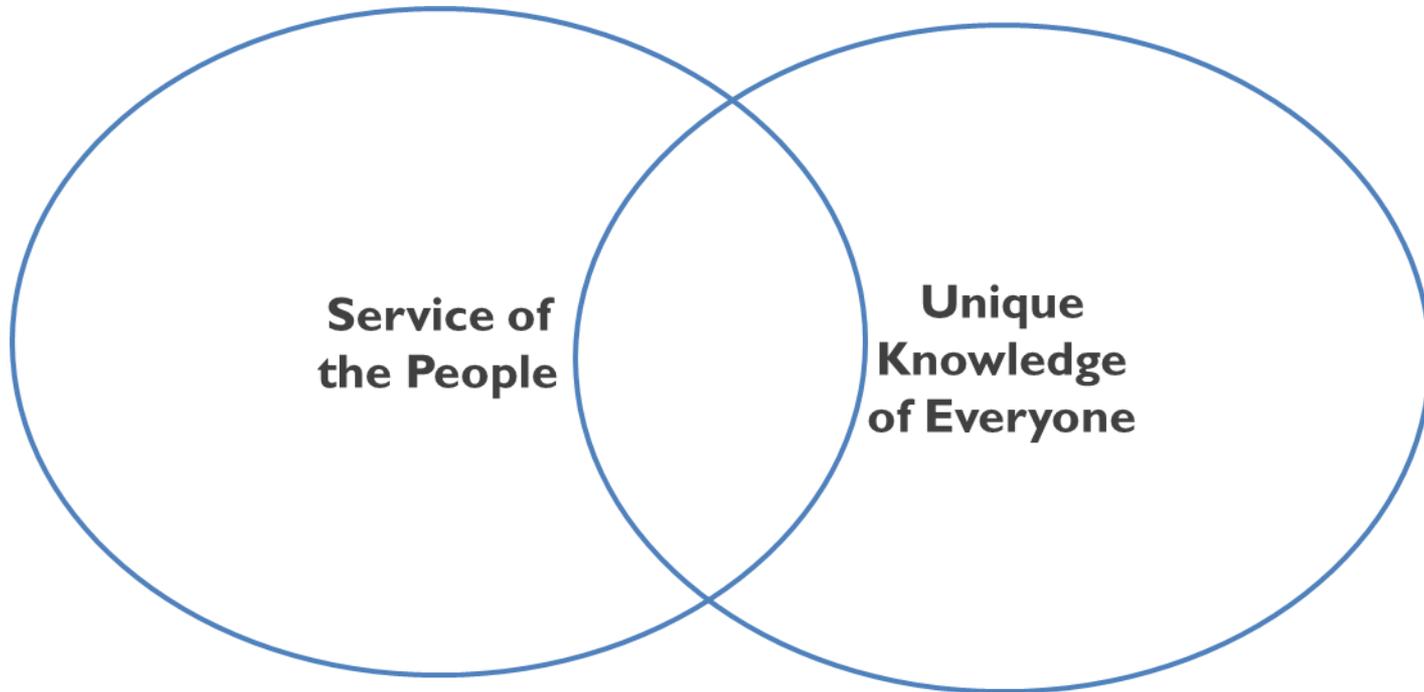
BusinessNewsDaily @BNDarticles
New **USPS Priority Mail** Features Benefit Small Businesses
[dlvr.it/3pWYnC](#)

WBJ WashBizJournal @WashBizOnline
RT @washbizswitzky: Watch out UPS and FedEx. @USPS calls Priority Mail overhaul a "game changer" [bizj.us/t00yd](#)

TT Transport Topics @TransportTopics
#PostalService plans **Priority #Mail** upgrades to boost bottom line.
[@USPS #trucking #TransportTopics bit.ly/14Nwfix](#)

SR suitreport.com @suitreport 37m
New **USPS Priority Mail** Features Benefit Small Businesses: Looking to compete with UPS I... [bit.ly/1bztQQT bit.ly/12Ssj3](#)
Expand

onpay Payroll Center Inc @onpay_payroll 39m
Some good news for #SmallBiz leaders: @usps now offering expanded options for your #company: [businessnewsdaily.com/4940-usps-prio...](#)



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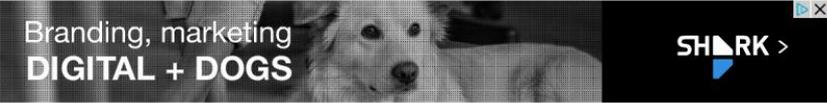
Business Day

Media & Advertising



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OPINION
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JOBS
REAL ESTATE
AUTOS

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DealBook
Markets
Economy
Energy
Media
Personal Tech
Small Business
Your Money



ADVERTISING

Postal Service Applies Old Promise to New Priority



The first round of advertising for the Postal Service from its new creative agency, McCann Erickson Worldwide, is being devoted to Priority Mail, a service that was recently upgraded.

By **STUART ELLIOTT**
Published: August 18, 2013

THE Postal Service is identified with a promise that neither snow nor rain nor heat nor gloom of night would stay its couriers from the swift completion of their appointed rounds. But the Internet? Don't ask.

 FACEBOOK
  TWITTER
  GOOGLE+
  SAVE
  EMAIL

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Although ways to communicate online have made untold billions of pieces of

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MOST E-MAILED



1. OPINION
I'm Thinking. Please. Be Quiet.

MOST VIEWED

Video (TV/ Broadband/ Cinema)

- **New campaign launched 8/19**
- **High engagement programming and environments – e.g. US Open, NFL, and Fall Premiers**
- **Cinema in time for Labor Day Weekend**
- **Strong Multicultural Coverage**

Print

- **Custom creative developed with key media partners – e.g. Meredith, Time, Hearst**
- **Newspapers - e.g. NY Times, USA Today, Washington Post, Wall Street Journal**

Digital Display and Search

- **High impact takeovers (AOL)**
- **Increased investment with Large Enterprise e-Commerce partners**
- **Simplification and Hispanic Search Terms added**

	MONDAY 8/19	TUESDAY 8/20	WEDNESDAY 8/21	THURSDAY 8/22	FRIDAY 8/23	SATURDAY 8/24	SUNDAY 8/25				
Broadcast Line-Up	8:30p-9:00p Mike & Molly CBS	9:00p-11:00p America's Got Talent	9:00p-9:30p Modern Family abc	9:00p-10:00p Criminal Minds CBS	10:00p-11:00p Rookie Blue abc	10:00p-11:00p Hawaii 5-0 CBS	10:00p-11:00p Castle abc				
			9:00p-10:00p Criminal Minds CBS	10:00p-11:00p Rookie Blue abc	10:00p-11:00p Hawaii 5-0 CBS	7:05p-11:30p Rockies vs. Orioles FOX	10:00p-11:00p Castle abc				
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NEWS- MORNING AND EVENING		7:00a-8:00a GMA abc	6:30p-7:00p CBS Evening News CBS				6:30p-7:00p ABC World News Sunday abc				
Premium Cable			8:00p-11:00p Broncos vs. SeaHawks	10:00p-11:00p Sullivan and Son tbs	1:00p-4:00p Colts vs. Giants NFL NETWORK	8:00p-9:00p Love it or List it HGTV	10:00p-11:00p Low Winter Sun amc				
CABLE ENTERTAINMENT	amc	BET★	BBC AMERICA	Discovery	div	ESPN	food	FX	HGTV START AT HOME	H HISTORY	H2
	NATIONAL GEOGRAPHIC CHANNEL	NAT GEO WILD	NETWORK	Ovation TV	REELZ CHANNEL	sci	tbs	TNT WE KNOW DRAMA	travel CHANNEL	Velocity	The Weather Channel
CABLE NEWS		Bloomberg TELEVISION	CNN	FOX BUSINESS	FOX NEWS	HLN	msnbc				

- Included Broadcast line-up on Mike & Molly, America's Got Talent, and Modern Family

Magazines

Newspapers

ADVERTISEMENT

Carla Hall Shares Her Fall FLAVORS

Throughout fall, chef **Carla Hall** is always on the go cooking up great new tastes, but that doesn't stop her from sharing her culinary flair. When she wants to send the latest to her far-flung friends, she relies on the **United States Postal Service®** Priority Mail® Flat Rate® shipping for easy, reliable shipping.



66 Cookies from myAlchemy collections are a wonderful treat for friends!™ The Alchemy savory collection gift sets fit easily into a Flat Rate® box.



66 With online tracking, I can keep tabs on my treats right from my kitchen!™ With improved tracking available online and through the app you can see when your package went out for delivery.



66 Whenever I send pumpkin bread or other goodies, USPS brings the best!™ Schedule a pickup* and your carrier will come for your package.



SHIPPING IS EASY

- 1 ORDER FREE PICKUP** USPS will send them directly to you.
- 2 BUY AND PRINT POSTAGE** You can do it right from your own computer.
- 3 SCHEDULE A PICKUP** Have your carrier pick up your package.
- 4 TRACK A PACKAGE ONLINE** You can track the delivery of your package.

UNITED STATES POSTAL SERVICE

*See restrictions apply to this when shipping internationally. Mail app downloading for details. For more information on pricing, availability, flat rate, visit usps.com.

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The
New York
Times

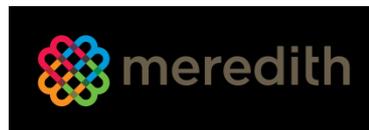


WALL STREET JOURNAL

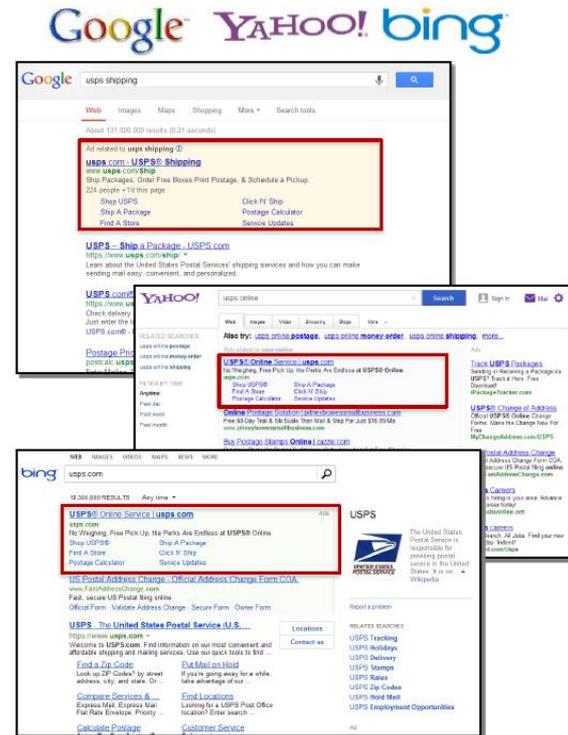
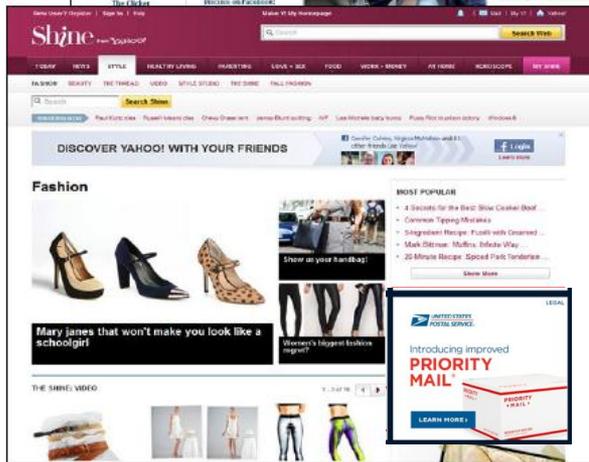
The
Washington
Post

HEARST corporation

Time Inc.



Search, High Impact Home Page Takeovers, Banners



Front



Back



Dear Sample A. Sample,

We're pleased to let you know that we've made some important changes to our Priority Mail Flat Rate service. With these upgrades, it's now become the smartest way to ship what matters to you. Here's why:

Libus, tem quosim explaboro blam eum dolices asinotatur moto officite solupta qui optatib eaquodi dolorep erciure dolorun tempere perumet et rempos doluptatur as vellorent pe corro lita sitae verrovid magnan, voluptas reatata eestet dio cupra

Of course, you can still depend on low flat rate pricing, free delivery of boxes to your door and free pick-up.

It's easy to get started. Just go to usps.com/xxxx and find out more.

Sincerely,

Name

Postmaster, Blank City Post Office



Introducing improved Priority Mail Flat Rate.



New features make it the smart way to send the things that matter.

Track it every step. Now it's easy to see where your package is at every point, from pick-up to confirmed final delivery and everywhere in between.

Insurance is free. Every package is covered up to \$50 at no charge for more peace of mind and better value.*

Know when it will arrive. Day-Specific Delivery means we can tell you what day your package is due to arrive — in one, two or three days. So there's no guessing.

Go to usps.com/xxxx to find out more about the improved Priority Mail Flat Rate.



*Exclusions may apply if applying using a meter or stamps, the package must be brought to retail to receive the included insurance.

Consumer Mailer:

- Target In Home Early Sept
- 140 Million Households
- Includes Bilingual (Hispanic)



Questions?