

# **MTAC Periodicals Focus Group**



**New Products and Innovation**

**November 20, 2013**

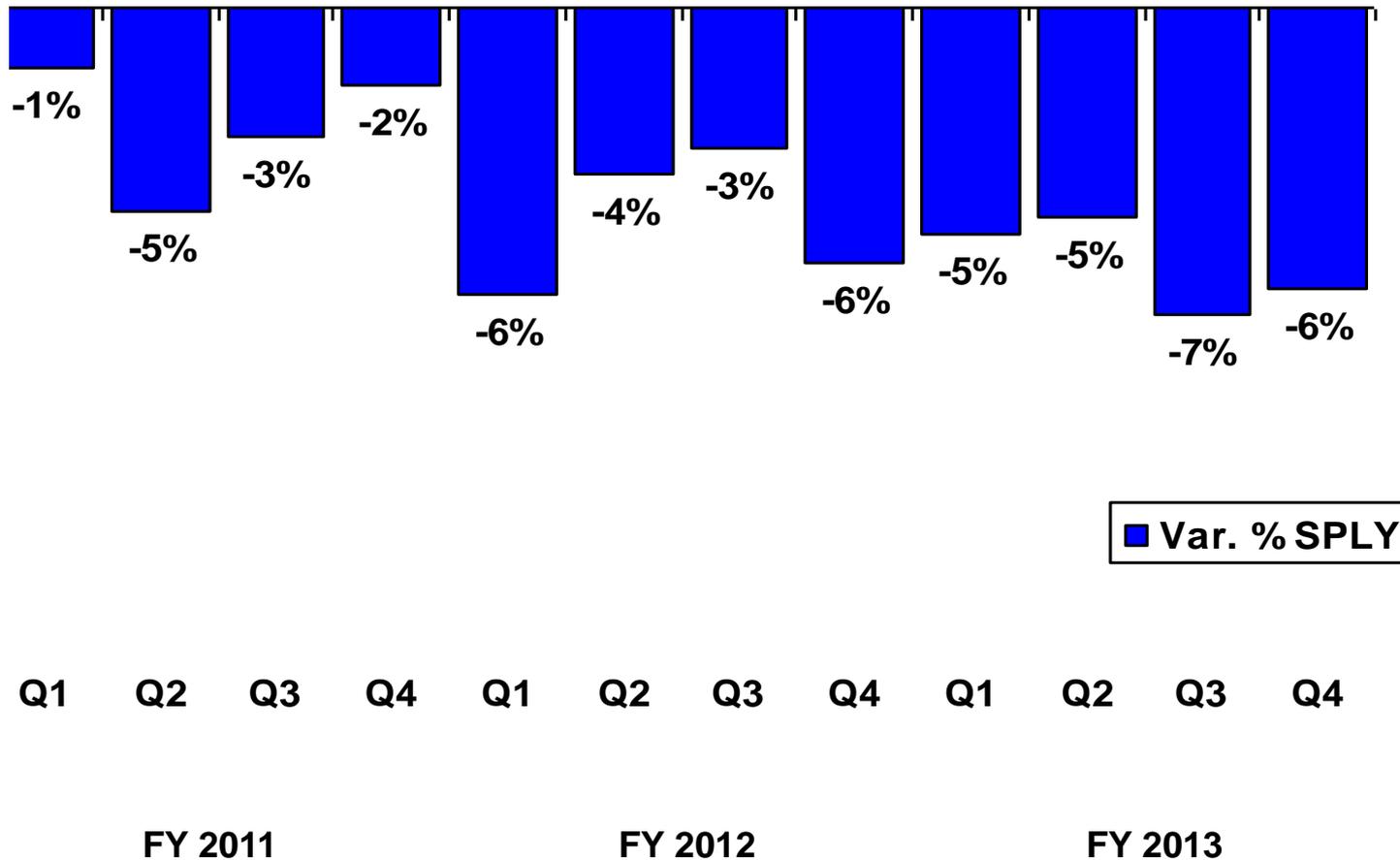
## Agenda:

- **Pulse of Industry**
- **NPF Update**
- **Promotions**
  - **2013 Promotional Calendar Update**
  - **2014 Promotions**
- **PAG Initiatives**
- **Other Discussion Topics**



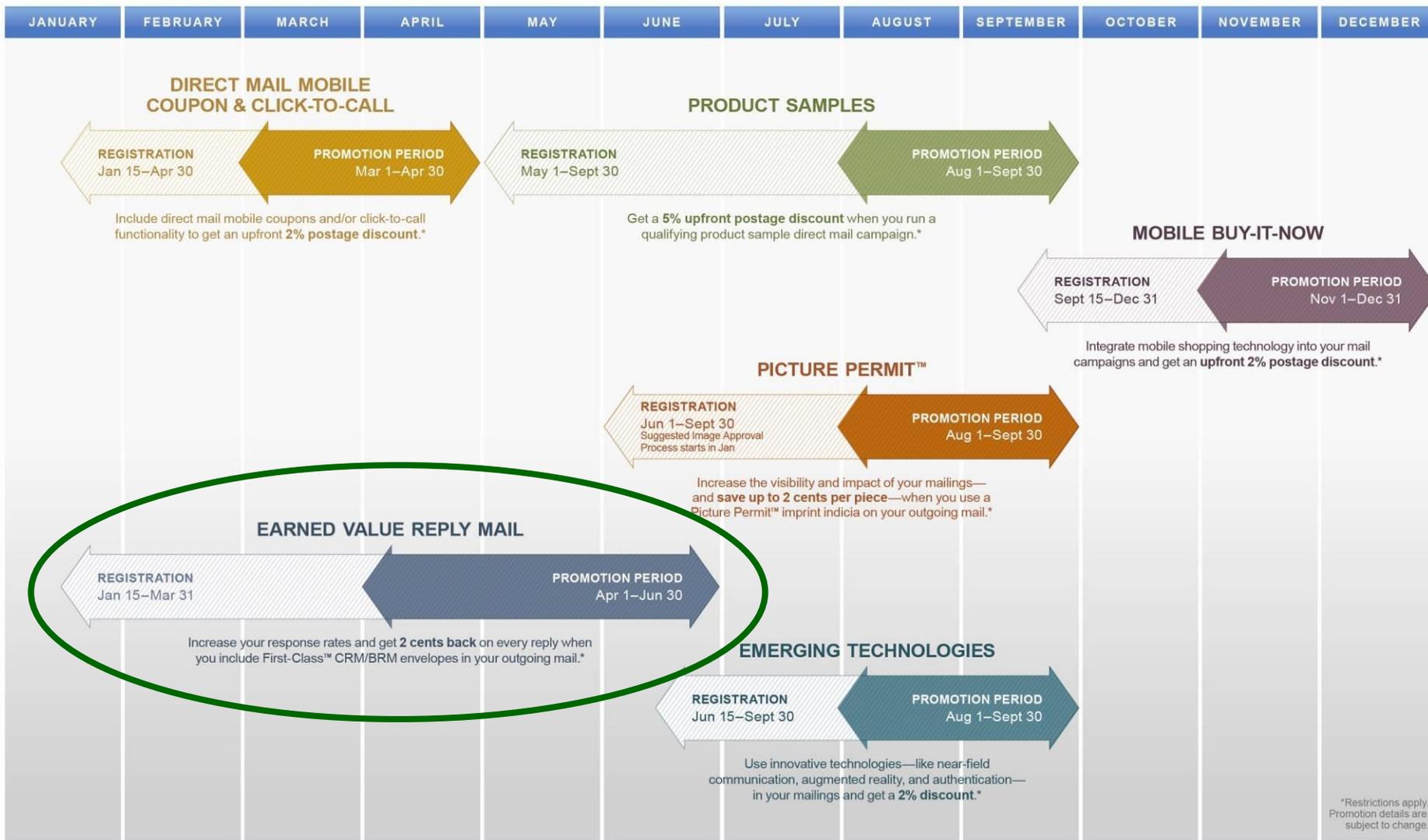
## Industry Update

## Periodicals Volume Change



## **NPF – Washington, DC March 2014**

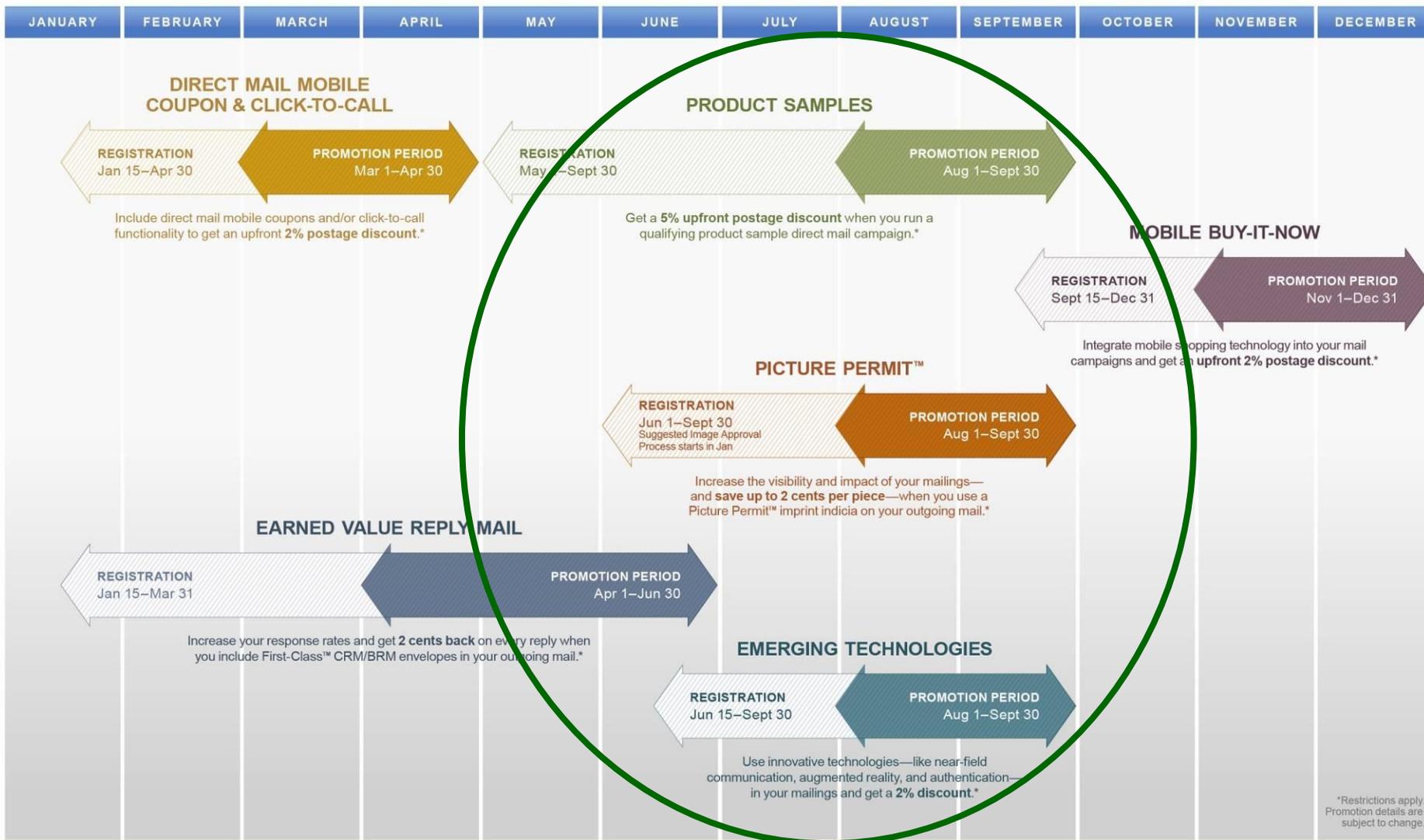
- **Building Sessions for Periodical Industry**
  - **Meeting of Area Focus Groups**
  - **Flats Planning**
  - **Value of Print**
  - **Publisher/Printer Relationship**
  - **Everything need to know about Periodicals**
  - **New Periodical Start-ups**
  
- **Finalize in upcoming weeks**



\*Restrictions apply. Promotion details are subject to change.

## Earned Value Promotion

- **Customers earned about \$10.7 million in credits**
- **68% of acquired credits have been used:**
  - **70% for FCM mailings**
- **Customer Survey Results**
  - **277 responses (114 MSPs, 163 mail owners)**
  - **63% had never participated in a promotion**
  - **65% enrolled to reduce mailing costs**
  - **Approx 10% increased outgoing reply mail pieces as part of the promotion**
  - **One third said they would increase their mail volumes due Earned Value credit**



\*Restrictions apply. Promotion details are subject to change.

## Emerging Technologies Promotion

- **August 1- September 30**
  - **Approximately 90 participants**
  - **Over 1 billion mailpieces qualified for promotion**
  - **Over \$4.5 M in discounts**
  - **8% of eligible Standard Mail volume received the discount**
  - **Most participants used Augmented Reality**
  - **Customer surveys being completed**



## Product Samples Promotion

- **August 1- September 30**
  - **520k mailings received discount**
  - **Over \$500,000 in discounts**
  - **14% of total marketing parcel volume received discount**
  - **Limited customer participation**
    - **Promotion timing & production time made it difficult customers to plan participation**
    - **eVS constraint**
  - **Mailers who did participate used the savings to mail more volume**
  - **Expect additional insights from surveys being completed this month**



## Picture Permit Promotion

- **10 - mailers enrolled**
- **343,461 = volume mailed**
- **\$4,830 = Picture Permit fees waived**



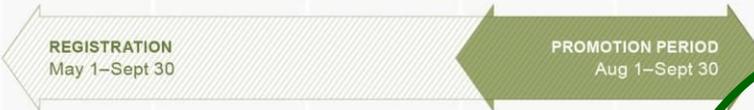
JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
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### DIRECT MAIL MOBILE COUPON & CLICK-TO-CALL



Include direct mail mobile coupons and/or click-to-call functionality to get an upfront **2% postage discount**.\*

### PRODUCT SAMPLES



Get a **5% upfront postage discount** when you run a qualifying product sample direct mail campaign.\*

### MOBILE BUY-IT-NOW



Integrate mobile shopping technology into your mail campaigns and get an upfront **2% postage discount**.\*

### PICTURE PERMIT™



Increase the visibility and impact of your mailings—and **save up to 2 cents per piece**—when you use a Picture Permit™ imprint indicia on your outgoing mail.\*

### EARNED VALUE REPLY MAIL



Increase your response rates and get **2 cents back** on every reply when you include First-Class™ CRM/BRM envelopes in your outgoing mail.\*

### EMERGING TECHNOLOGIES



Use innovative technologies—like near-field communication, augmented reality, and authentication—in your mailings and get a **2% discount**.\*

\*Restrictions apply. Promotion details are subject to change.

## Initial Results (as of 11/12)

**Enrollment:** 450 mailers

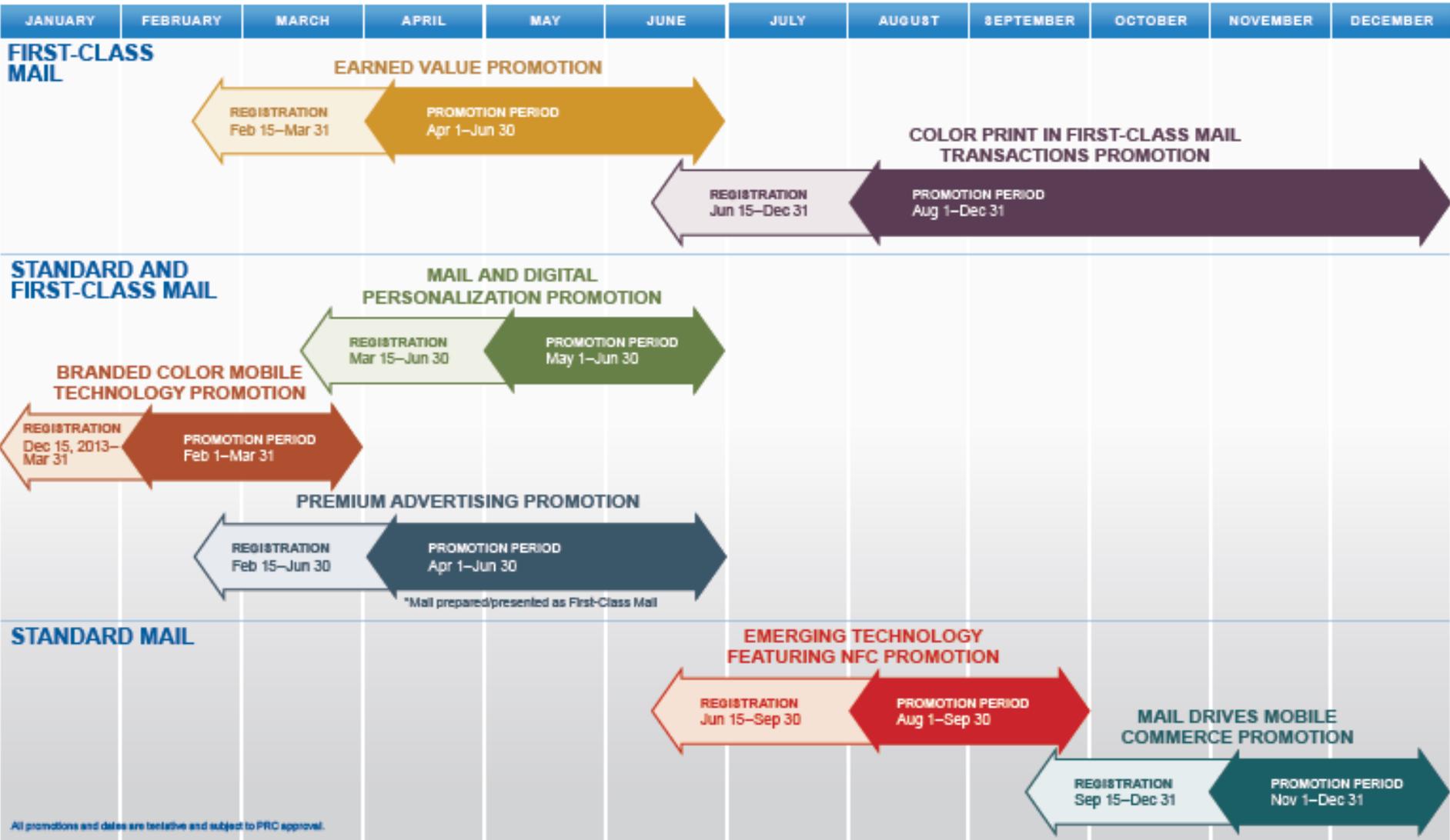
**Participating:** 188 mailers

**Volume:** 522 million mailpieces

**Discount:** \$2.4 million



# 2014 Promotions



All promotions and dates are tentative and subject to PRC approval.

## General Updates

- **PRC response expected by end of November**
- **Additional requirements posted on RIBBS by end of November/early December**
- **External webinar planned for early December**
- **Quick Start guide for enrollment available in early December**

## Branded Color Mobile Technology

- Registration opens December 15
  - Promotion Period: February – March, 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.
  - Qualifying mailings must include either:
    1. A creative mobile barcode that incorporates one of the following:
      - a) two or more colors set against a background (*other than black or white*)
      - b) a trademark or graphic and at least one color (*other than black or white*)
    2. color digital image recognition technology
- NEW**
- Full Requirements posted on RIBBS
  - External Webinar planned for January 2014



Scan here with your mobile device for more information.

## 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.**



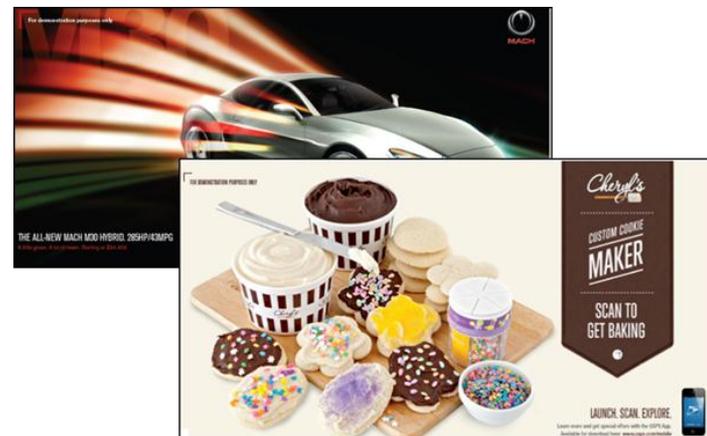
- **Registration Period: February 15 – March 31**
- **Program Period: April 1 – June 30**
- **Credit**
  - **2 cents credit per eligible, returned CRM or BRM mailpiece.**
  - **Participants in the 2013 Earned Value Promotion whose CRM and BRM counts increase in 2014 will receive 3 cents per eligible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

**Pending PRC approval**

## Premium Advertising Product Promotion

The promotion offers an upfront discount on First-Class Mail postage on 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® presort and automation letters (IMb full-service mailings)
- Discount: 15% off presort FCM
- Eligible Participants: Customers who mailed \$6 million or more in Standard Mail letter postage in FY 2013
- **New** Eligible Customers contacted by USPS by Dec 20, 2013
- Postage Payment: Permit Imprint only



## 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
- Discount: 2% per eligible mailpiece.
- **NEW** Program requirements to be posted on RIBBS/usps.com in early December



## 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**

Pending PRC approval



## 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® presort and automation letters (IMb full-service mailings)
- 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 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

**Service Address**  
131 LOOP ROAD BLDG 91042  
HURLBURT FL 32544

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

3035(MV-7)

16TH STREET MEDICAL GROUP : FIELDBT1  
131 LOOP ROAD BLDG 91042  
HURLBURT FL 32544

PART NUMBER	DESCRIPTION/DETAIL	REFERENCE
IS00126632	19-MAY-04 Invoice 18-04-IN-04 ICABR2926	HURLBURT

Current	1-30 Days	31-60 Days	61-90 Days	Over 90 Days
\$0.00	\$0.00	\$0.00	\$0.00	\$43.95

### STATEMENT

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

Next statement date: -JAN-05      Account number: 544SI

Total amount due: **\$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

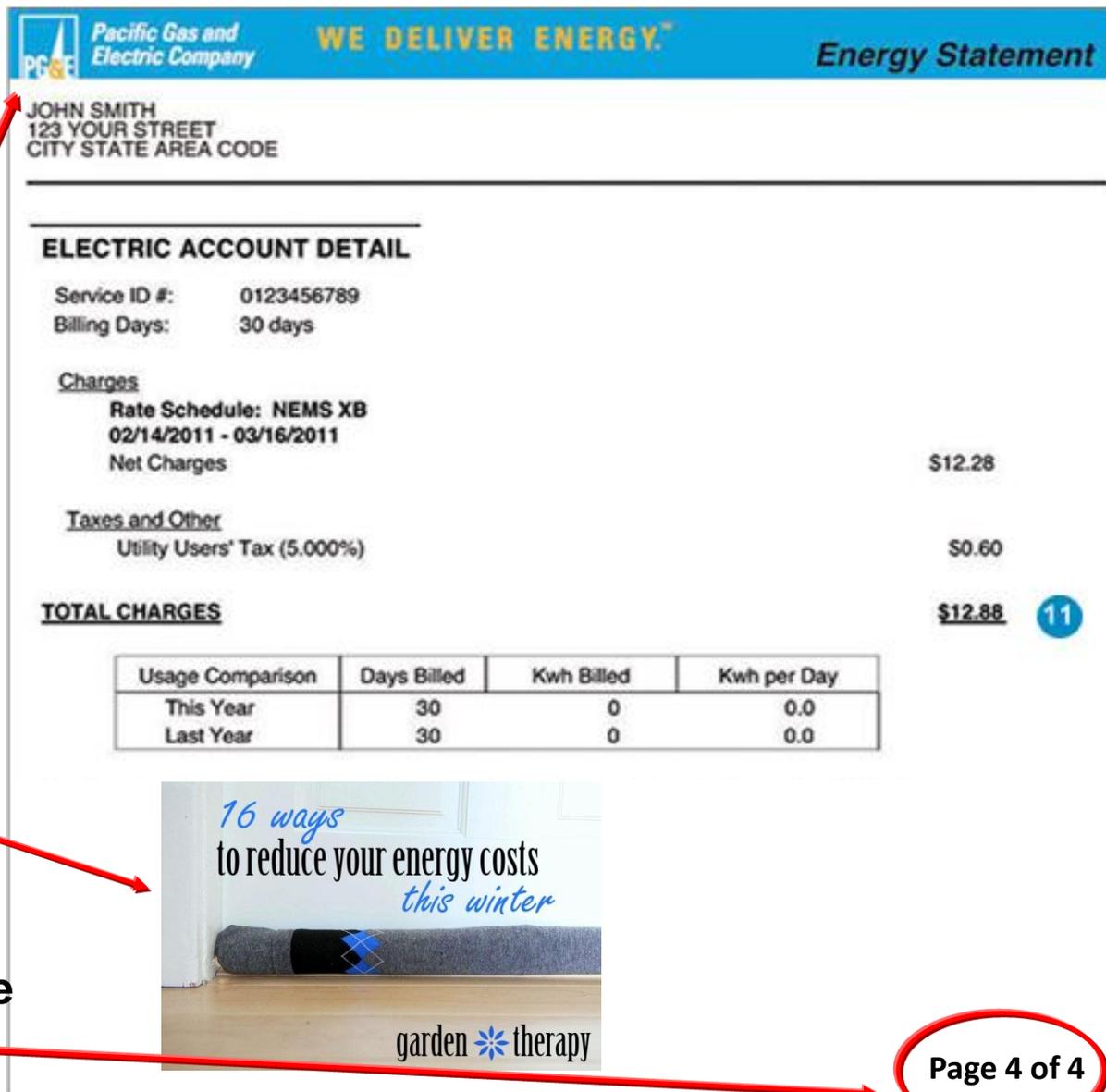
Pending PRC approval

Messaging at end of statement

Includes same header or footer as other pages

Messaging within contents of the bill/dynamically printed

Must appear as part of the statement



**Pacific Gas and Electric Company** WE DELIVER ENERGY.™ **Energy Statement**

JOHN SMITH  
123 YOUR STREET  
CITY STATE AREA CODE

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**ELECTRIC ACCOUNT DETAIL**

Service ID #: 0123456789  
Billing Days: 30 days

Charges  
Rate Schedule: NEMS XB  
02/14/2011 - 03/16/2011  
Net Charges \$12.28

Taxes and Other  
Utility Users' Tax (5.000%) \$0.60

**TOTAL CHARGES** \$12.88 11

Usage Comparison	Days Billed	Kwh Billed	Kwh per Day
This Year	30	0	0.0
Last Year	30	0	0.0

16 ways to reduce your energy costs this winter

garden \* therapy

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Pending PRC approval

## Emerging Technology Promotion

**Emerging Technology Promotion. Potential existing or new technologies to highlight are:**

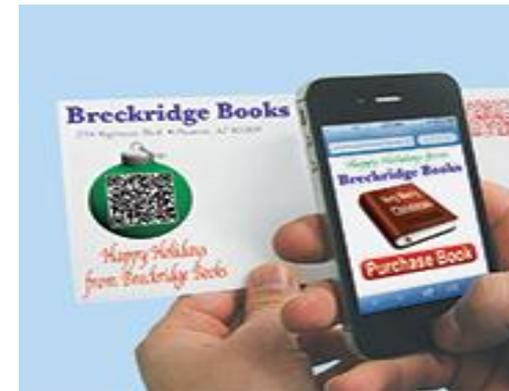
- **Near Field Communication (NFC)**
- **Other potential technologies still being considered**



## Mail Drives Mobile Commerce Promotion

Encourage marketers to use state of the art mobile purchasing technology with direct mail.

- Mailpieces must include print/mobile technology that directs to:
  - Mobile-optimized shopping experience
  - Streamlined checkout: Ability to purchase in 1 – 2 clicks
- Promotion Period: November 1 – December 31
- Eligible Mail: Standard and Nonprofit Mail letters and flats
- Discount: 2% per eligible mailpiece
- Priority Mail Fulfillment Rebate: Additional 1% Standard Mail postage rebate



## MTAC User Group #8

- **Initial meeting December 3rd**
  - **Co-Lead Industry, Rose Flanagan, Data Mail/MTAC Product Development Industry Lead**
  - **Co-Lead Industry, Sush Parikh, AT&T**
  - **Co-Lead USPS, Krista Becker**
  - **USPS MEPT Representative (TBD)**
- **Group meets monthly (or bi-monthly if needed)**
- **Discuss mailing promotion ideas and implementation issues surrounding current promotions**

# **2014 Saturation and High Density Incentive**

**Pending PRC approval**

**Program Period: January 1 – December 31, 2014**

## **Eligibility Requirements:**

- **Eligible Products: Saturation, High Density Plus, and High Density letters & flats paid for with a postage permit. This will include EDDM BMEU ( not EDDM Retail)**
- **Mailers must have mailed at least 6 times in from Oct. 2012 – Sept. 2013**
- **Volume threshold based on CY2013 volumes**

## **Postage credit on incremental volume varies by product:**

- **Regular Saturation Letters & Flats**
- **Regular High Density/High Density Plus Letters & Flats**
- **All Non Profit Saturation, High Density & High Density Plus**
- **Credit applied to Permit Imprint account in Q2 of FY 2015.**

## **Timeline**

- **Approx. 9,200 eligible customers identified**
- **Invitation letters mailed on November 12**
- **Registration period: November 12 - January 31, 2014**
- **Mid-January - Volume Threshold Report, Certification Form and Threshold Inquiry Form sent to registrants**
- **March 15, 2014 – signed Certification Form or Threshold Inquiry Form deadline**
- **December 31, 2014 – Program concludes**
- **Q2 2015 - Credit applied to Permit Imprint account**

# PAG Update

- Product samples
  - Potentially change the ¾” from edge requirement to ½” to match bindery specs
  - DMM wording revision to allow it on the front or back cover of host or component, as long as it is not the outside facing surface
- Eliminating marked copy requirement
- Decision on coupon value
- How to mark interactive links within Edit pages as ad or edit
- Recommendations and next steps from WG 158 on 3510/3526 forms
- Implementing new air box requirements in January
- Review USPS tests on 24 oz flats on automation

# Open Discussion