

# 2016 USPS Mailing Promotions

## **PCC Workshop-In-A-Box**

**March 2016**

- **Mailing Promotions & Incentive Programs**
- **Research trends and innovations:**
  - Keep mail relevant
  - Link physical mail with digital and engaging customer interactions
  - Grow the value of mail



- **2014:** 4.5B smartphone users worldwide<sup>1</sup>
- **2014:** Mobile ad spend increased 84% to \$32.7B; 25% of all digital spend
- **2017:** smartphones = #literate adults, and 77% will make purchases via mobile
- **2018:** smartphone ad spend will triple
- **2020:** Internet of Things (IoT) will result in 75B connected devices

<sup>1</sup> 2014 eMarketer estimates

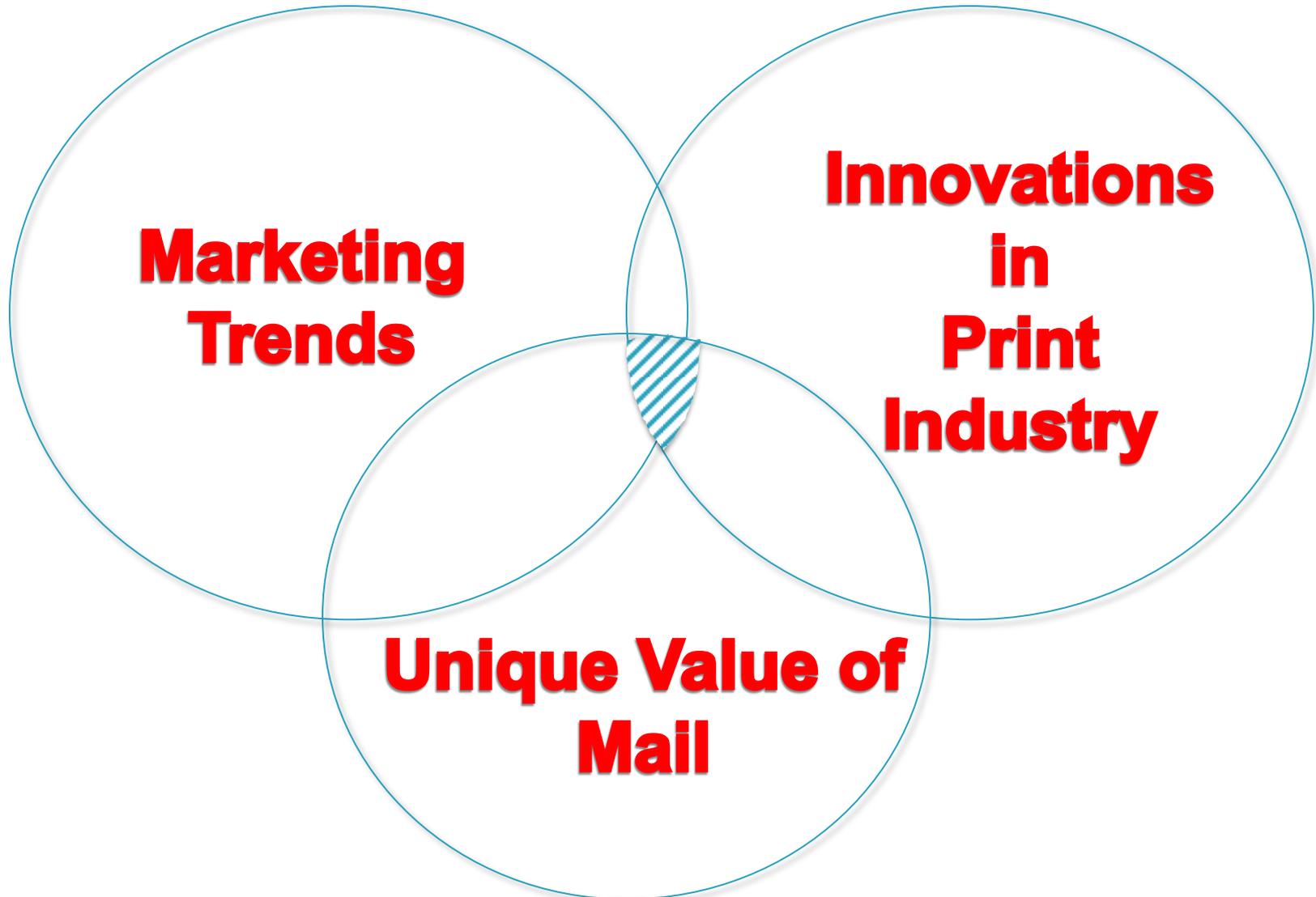
- Very targeted, measurable
- Links easily to mobile, digital, social as part of multi-channel
- Mail opens a wealth of possibility not available in other channels:

“As an online-only brand, we never imagined the day we’d make a print catalog. .. It’s a **tactile inspiration tool**, one that **elicits an emotional response** for shoppers accustomed to being inundated with digital messaging in an online world.” Everlane

Tactile -- Multi-Sensory -- Interactive

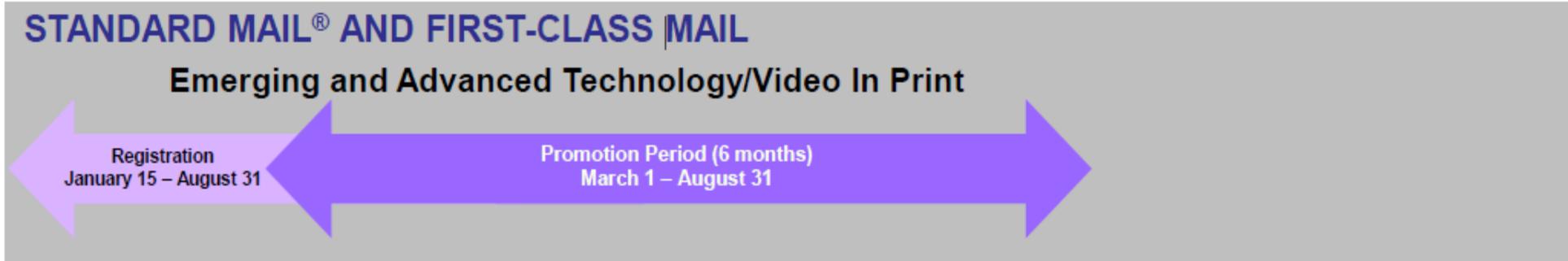
*New print technologies are primed to deliver unique, creative materials that leverage experiences you cannot generate in a singularly-digital way*

# USPS Mailing Promotions Consider:



As of December 11, 2015

**JAN — FEB — MARCH | APRIL — MAY — JUNE | JULY — AUG — SEPT | OCT — NOV — DEC**



## Emerging and Advanced Technology

*Encourage direct mailers to incorporate interactive technology .*

### Eligible mailpieces can incorporate:

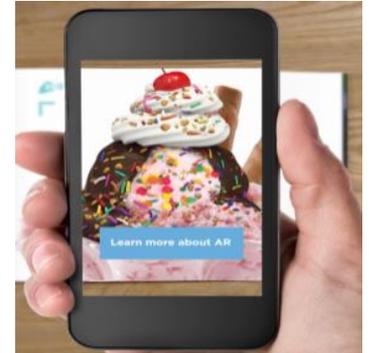
- NFC technology
- “Enhanced” Augmented Reality experiences

### **New this year!**

- Video in Print
- iBeacon/Beacon Technology.
- A/B testing option

Program Requirements available at:

[https://ribbs.usps.gov/mailingpromotions/documents/tech\\_guides/2016EmergingandAdvancedTechnologyPromotion.pdf](https://ribbs.usps.gov/mailingpromotions/documents/tech_guides/2016EmergingandAdvancedTechnologyPromotion.pdf)



Near field communication (NFC) is a form of communication between devices such as smartphones, tablets or items embedded with NFC chips, tags or similar technology.



Standard NFC technology generally consists of embedding a small chip or other form of technology into a carrier (mailpiece or other item) that can be recognized by a NFC enabled device.

*Examples of NFC usage for this promotion include, but are not limited to creating mailpieces embedded or affixed with NFC technology that would:*

- generate a communication related experience
- allow the device to download applications, videos or games
- create calendar events
- toggle on and off device features
- trigger messaging services, video or other device features

“Enhanced” Augmented Reality (AR) provides robust features that allow consumer engagement experiences using the technology to relate directly to products and brands.

“Enhanced” AR also includes:

- video animation and/or
- 2D-3D interactive graphics playing in front of or over physical objects so that they appear to be interacting with the physical object  
*(2D/3D graphics & animation must be produced using the AR development toolkit, not merely incorporated in a video upon launch).*
- gamification or mobile game play
  - rewards for players who accomplish tasks such as points, badges or virtual currency
  - competition with other players
  - adding meaningful choice
  - increasing challenges
  - added narratives

“Enhanced” AR **excludes** the use of static, pop-up, worded displays that do not engage the recipient in any experience other than reading or simply clicking a button.

## Video in Print Requirements:

Video in Print (ViP) is video advertising that is featured in print catalogs and/or mailpieces. ViP can be integrated into a printed piece in several ways including, but not limited to:

- integrated video screen within a printed, mailable piece
- integrated video/picture utilizing translucent paper
- personalized interactive video
- streaming video tools/platforms

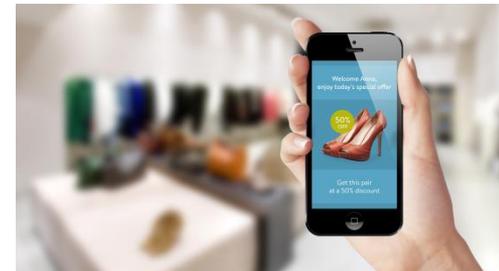


## iBeacon/Beacon Technology Requirements:

This year's promotion includes the use of iBeacon/Beacon Technology as an approved application. iBeacon/Beacon Technology is the use of low energy Bluetooth devices that broadcast an identifier to nearby mobile and electronic devices.

Examples of Beacon Technology include, but are not limited to:

- personalized triggered message
- iBeacon/Beacon coupons
- provide updates to mobile device



①

Trigger to  
“enhanced  
augmented  
reality or  
NFC

②

Mobile  
Optimization

③

Directional  
Copy

Examples of apps include, but  
are not limited to::



Non Mobile  
Optimized



Mobile  
Optimized



Acceptable examples  
include:

*“Scan here for an  
interactive experience.”*

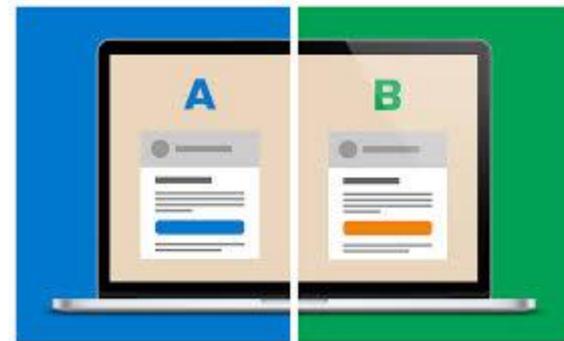
*“Download our app and  
scan here to see your  
mailpiece come to life.”*

*“Tap here with your  
NFC enabled phone.”*

***Can only be used with the Emerging & Advanced Technology promotion.***

This option requires that:

1. at least 90% of the mail volume (Design A) within a specific mailing meet all of the published 2016 *Emerging and Advanced Technology/Video in Print* promotion requirements.
2. design “B” allows up to 10% of the mailing to be entered with an alternate creative design or no treatment at all. “Design B” does not need to meet the incentive requirements.



**Contact the Program Office for further details.**

E & A Tech/Mobile Shopping - [Mailingpromotions@usps.gov](mailto:Mailingpromotions@usps.gov)

## Tactile, Sensory & Interactive Mailpiece Engagement

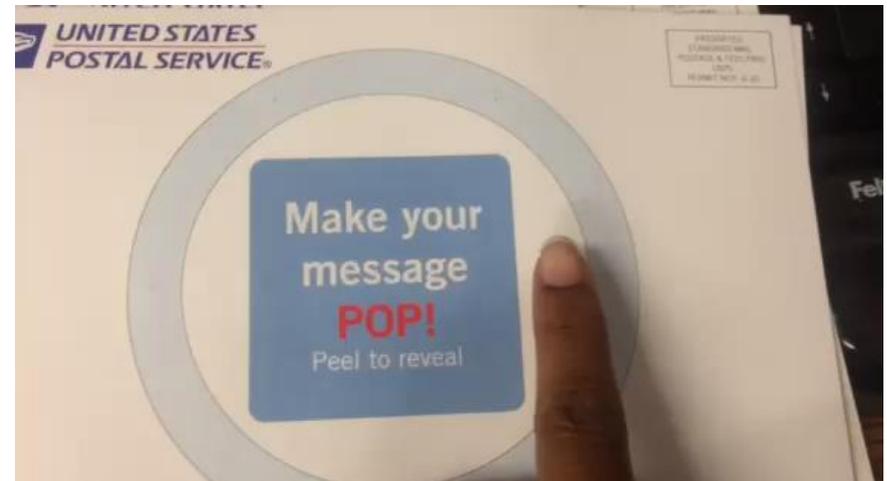
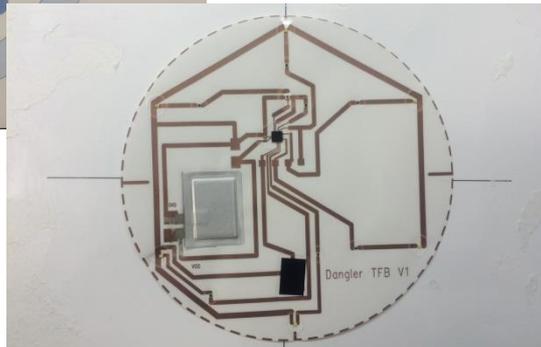
*This year Tactile, Sensory and Interactive is offered as a standalone promotion and supports the use of:*

- **Specialized Inks**
- **Specialized Paper**
- **Interactive**



## Inks may include:

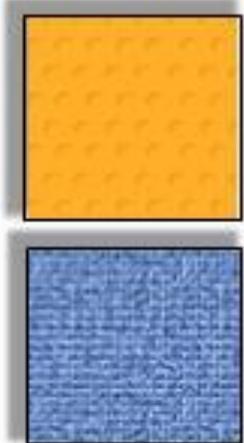
- *Conductive inks*: become part of a circuit and activate a device
- *Thermochromic*: change color with variations in temperature
- *Hydrochromics*: change color upon contact with liquid
- *Photochromics*: change color with UV light exposure
- *Optically Variable Ink*: contains metallic materials that change appearance when viewed from different angles
- *Piezochromic Ink*: change appearance under pressure
- *Unique Text Effects*: metallics, coatings, varnishes....



**Paper** – provide new levels of sensory engagement to help drive increased customer response

- *Textural*: paper surfaces may be coated, laminated, or made of unique materials (ex: “turf” paper, sandpaper, velvet finish, etc)
- *Scented*: paper infused with scent (ex: catnip, fresh bread)
- *Sound*: paper that incorporates sound chip/speakers (ex: motorcycle)
- *Visual*: special effects with filters, holographics, lenticular

*Tactile/Texture*



*Taste*



*Scented*



*Sound*



*Visual*



## Interactive mailpieces

- Include interactive design elements that the user actively engages or manipulates



*USPS EDDM Cube*



*RR Donnelley 3D "Pop"*



*USPS Infinite Fold*

*Dimensional sample images,  
courtesy of Structural  
Graphics and  
RedPaperPlane.com*



## Earned Value

*Encourage FCM mailers to use Business Reply Mail (BRM) and Courtesy Reply Mail (CRM).*



### **Earned Value Credits:**

- \$0.02 per BRM or CRM pieces counted for first time participants or those who did not meet their threshold.
- \$0.03 per BRM and CRM pieces counted if the total number of CRM and BRM pieces meets or exceeds the total number of a mailer's CRM and BRM pieces counted as part of the 2015 Earned Value promotion. This is done on a MID basis
- Credits are available for their use once they have been released to the respective permit(s).

**Expiration Date for Credits:** December 31, 2016

Program Requirements available at:

[https://ribbs.usps.gov/mailingpromotions/documents/tech\\_guides/2016EarnedValuePromotion.pdf](https://ribbs.usps.gov/mailingpromotions/documents/tech_guides/2016EarnedValuePromotion.pdf)

## Personalized Color Transpromo Promotion

*Encourage FCM mailers to use Personalized Color Transpromo messaging on bills or statements.*

- **Registration Period:** May 15 – December 31
- **Program Period:** July 1 – December 31
- **Eligible Mail:** First-Class Mail commercial letters (*sent in IMb full-service mailings*)
- **Discount:** Upfront 2% postage discount

### *Key change from 2015 Color Transpromo Promotion*

- "Personalization" is information that the recipient would deem personal or relevant in nature.

Program Requirements available at:

[https://ribbs.usps.gov/mailingpromotions/documents/tech\\_guides/2016ColorTranspromoPromotion.pdf](https://ribbs.usps.gov/mailingpromotions/documents/tech_guides/2016ColorTranspromoPromotion.pdf)



## Acceptable Color Statement

<b>Company Name</b> <b>Contact us: CompanyName.com</b>	Account Number 1234567891011 Billing Date 10/21/13 Total Amount Due \$101.16 Payment Due by 11/18/13 Page 1 of 3
JOHN DOE  For service at: 123 Main Street Anytown, US 12345-6789	<b>Monthly Statement Summary</b> Previous Balance 127.14 Payment - 10/10/13 - thank you -101.16 New Charges - see below 75.18 <b>Total Amount Due \$101.16</b> Payment Due by 11/18/13
<b>1</b> <b>Company Name</b> <b>Annual Clearance Event!</b>  Susan, Save more during this	<b>New Charges Summary</b> Monthly Service 89.99 Other Services 0.00 Additional Internet Services 7.00 Partial Month Charges & Credits -24.95 <i>Changes were made to your account this month. See the following pages for more details.</i> Taxes, Surcharges & Fees 3.14 <b>Total New Charges \$75.18</b>
Detach and enclose this coupon with your payment. Please write your account number on your check or money order. Do not send cash.  <b>Company Name</b> <b>PO BOX 123456</b> <b>Anytown, US 00000-0000</b> John Doe 123 Main Street Anytown, US 00000-0000	Account Number 1234567891011 Payment Due by 11/18/13 <b>Total Amount Due \$101.16</b> <b>Amount Enclosed \$</b> Make checks payable to Cablecom  <b>Company Name</b> <b>PO BOX 123456</b> <b>Anytown, US 00000-0000</b>

1. Statement contains a dynamically printed promotional or consumer information message.

## Acceptable Color Statement (with the Marketing or Consumer message on the last page of the bill or statement)

<b>2013 Totals Year-to-Date</b>			
Total fees charged in 2013		\$0.00	
Total interest charged in 2013		\$123.45	
<b>Interest Charge Calculation</b>			
Your Annual Percentage Rate (APR) is the annual interest rate on your account.			
Type of Balance	Annual Percentage Rate (APR)	Balance Subject to Interest Rate	Interest Charge
PURCHASES	22.9%(v)	\$4,321.01	\$43.21
CASH ADVANCES	22.9%(v)	\$0.00	\$0.00
(v)=Variable Rate			
<b>Benefits Summary</b>			
Company Name Card saves you 5% on every purchase. Some restrictions apply.			
<b>Special Announcement and Exclusive Offers</b>			
Save an additional 5% on every purchase Friday November 29th. Some restrictions apply.			
<b>1</b> <b>Company Name Original Series</b>  Susan, Here is your invite! Show Name Mondays 8PM ET/PT   Ch. 000 <i>Only on Channel Name</i>	<b>2</b> Notice: See reverse side for Important Information. Page 2 of 2		

1. Statement contains a dynamically printed promotional or consumer information message.
2. The promotional message is printed on the same paper stock as the rest of the bill.



## Unacceptable Color Statement

Company Name  
PO BOX 123456  
Anytown, US 00000-0000  
1-800-000-0000

**Company  
Name**

1

John Doe  
123 Main Street  
Anytown, US 12345

Your password for online bill pay is:  
3456789

SERVICE ADDRESS		ACCOUNT NUMBER			BILL DATE	DUE DATE
123 Main Street		010101			10/25/2013	11/18/2013
DESCRIPTION	PREVIOUS	CURRENT	MULT	USAGE	U/M	AMOUNT
	9/1/2013	9/30/2013				
Previous Balance						\$64.17
Convenience Fee						\$1.00
Payment 09/20/13						(\$65.17)
Water/Sewer				1383.68	Gal	\$17.45
Electric				388.98	KWH	\$31.53
Gas				4.79	CCF	\$4.24
Trash				0.00	Fixed	\$4.50
Admin Fee				0.00	Fixed	\$8.40
<b>TOTAL DUE</b>						<b>\$66.18</b>

2

1. Statement does not contain a dynamically printed promotional or consumer information message.
2. Color is only used in transactional fields.



## Unacceptable Color Statement (at the end of the bill or statement)

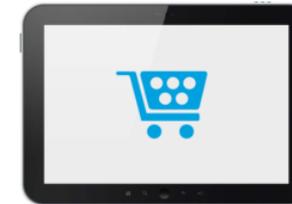
2

Susan,  
Don't miss the  
Black Friday Sale  
at  
Company Name.

All Company Name  
locations open at **12  
midnight** on Friday,  
November 29.

1. Promotional message is an addendum or separate page added to the statement.
2. Statement is not dynamically printed.

## Mobile Shopping



*Promotes use of technology platforms to go from the mailpiece directly to an online shopping experience.*

- **Eligible Triggers:** Quick Response (QR) Codes, Snap Tags, Watermarks and other advanced technologies
  - Newer QR Codes can be visual, dotless, voice, etc.
- **Discount:** Upfront 2% postage discount

### *Key change from 2015 Mail Drives Mobile Engagement Promotion*

- “Buy Now” features available on social media have been added as an additional eligible shopping purchase path.

Program Requirements available at:

[https://ribbs.usps.gov/mailingpromotions/documents/tech\\_guides/2016MobileShoppingPromotion.pdf](https://ribbs.usps.gov/mailingpromotions/documents/tech_guides/2016MobileShoppingPromotion.pdf)

## Ineligible Uses\*

- Pay a bill (Bill me Later, etc)
- Make payment online for prior purchases or recurring services
- Sign up for email list, text messages or mailing list
- Sign up for online billing or paperless statement services
- Download a deal or coupon (and no hard copy certificate or voucher is mailed)
- Enter a contest or sweepstakes
- Sign up for a newsletter (electronic or hard copy)
- Proxy stock vote
- Take a survey
- Confirm a reservation (like a doctor or haircut appointment)
- Any link to a non-mobile optimized website
- Download and/or receive text information such as directions/contact information
- Link to sign-in page for online account
- Link to webpage with information
- “Like” or “share” on social network site
- View a video
- Link to phone number or make a phone call
- Product for in-store pick-up
- Credit Card Application
- Insurance Quotes

*\* Not limited to this list*

## Acceptable mobile barcodes:

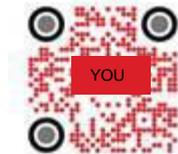


## Acceptable digital watermark technology:



Acceptable color branded barcodes must be functional and incorporate one of the following:

1. two or more colors
2. a trademark or graphic that includes a color or multiple colors



If you are uncertain if the design or technology meets the qualifications of the promotion and would like to have it reviewed, please contact the Program Office at

[mailingpromotions@usps.gov](mailto:mailingpromotions@usps.gov)

①

QR Code

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.”*

## 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
- Must be part of a full service mailing

## Mailpiece

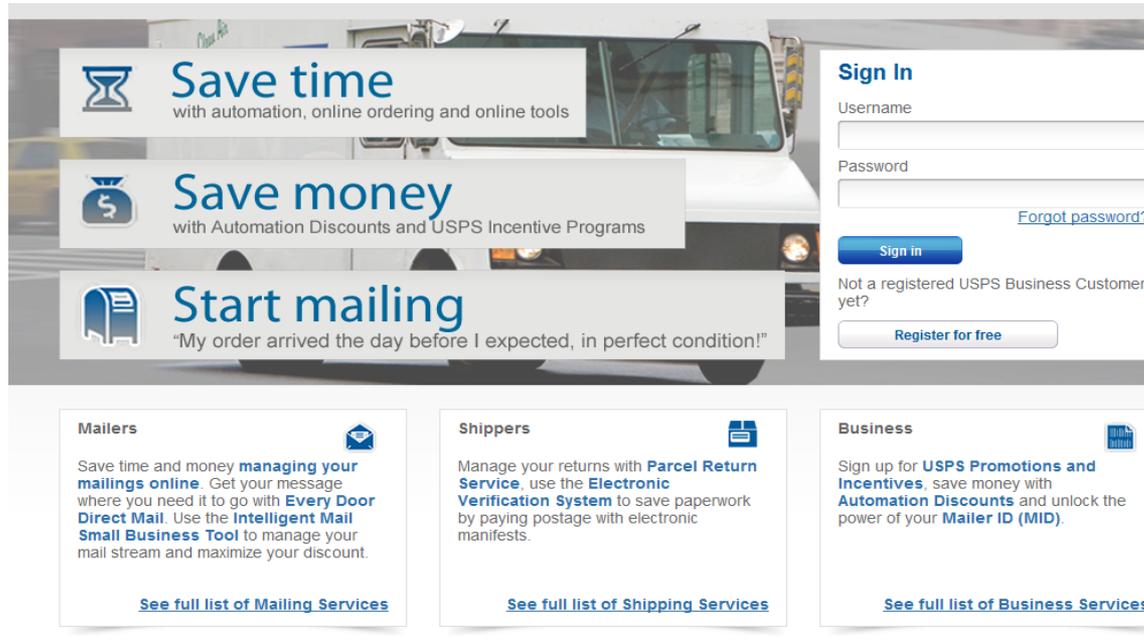
- Must include at least one of the technologies\* described in the Program Requirements

\*Specific requirements require pre-approval as described in the Program Requirements

## Discount

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

- 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)



The screenshot shows the registration page for the USPS Business Customer Gateway. It features a background image of a USPS delivery truck. On the left, there are three promotional banners: 'Save time with automation, online ordering and online tools', 'Save money with Automation Discounts and USPS Incentive Programs', and 'Start mailing "My order arrived the day before I expected, in perfect condition!"'. On the right, there is a 'Sign In' section with fields for 'Username' and 'Password', a 'Forgot password?' link, and a 'Sign in' button. Below the 'Sign in' button, there is a link to 'Register for free' for users who are not yet registered. At the bottom, there are three columns of service information: 'Mailers' (managing mailings online), 'Shippers' (managing returns with Parcel Return Service), and 'Business' (signing up for promotions and incentives).

**Save time**  
with automation, online ordering and online tools

**Save money**  
with Automation Discounts and USPS Incentive Programs

**Start mailing**  
"My order arrived the day before I expected, in perfect condition!"

**Sign In**

Username

Password

[Forgot password?](#)

**Sign in**

Not a registered USPS Business Customer yet?  
[Register for free](#)

**Mailers**

Save time and money **managing your mailings online**. Get your message where you need it to go with **Every Door Direct Mail**. Use the **Intelligent Mail Small Business Tool** to manage your mail stream and maximize your discount.

[See full list of Mailing Services](#)

**Shippers**

Manage your returns with **Parcel Return Service**, use the **Electronic Verification System** to save paperwork by paying postage with electronic manifests.

[See full list of Shipping Services](#)

**Business**

Sign up for **USPS Promotions and Incentives**, save money with **Automation Discounts** and unlock the power of your **Mailer ID (MID)**.

[See full list of Business Services](#)

**Individual Promotion email boxes. Please direct all questions to the following email addresses:**

- E & A Tech/Mobile Shopping - [Mailingpromotions@usps.gov](mailto:Mailingpromotions@usps.gov)
- Earned Value – [Earnedvalue@usps.gov](mailto:Earnedvalue@usps.gov)
- Personalized Color Transpromo – [FCMColorPromotion@usps.gov](mailto:FCMColorPromotion@usps.gov)
- Tactile, Sensory & Interactive - [tactilesensorypromo@usps.gov](mailto:tactilesensorypromo@usps.gov)



- **Program Office contact:**

**Facsimile:** 202-268-0238

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

- **Program Requirements & Documents**

<https://ribbs.usps.gov/index.cfm?page=mailingpromotions>

<https://www.usps.com/business/promotions-and-incentives.htm>

- **Registration**

<https://gateway.usps.com>

- **PostalOne Help Desk:**

(800) 522-9085 or [postalone@email.usps.gov](mailto:postalone@email.usps.gov)

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<http://www.pinterest.com/uspsstamps/>, <https://www.youtube.com/usps>



ADD A LITTLE IRRESISTIBLE TO YOUR MARKETING PLAN

**IRRESISTIBLEMAIL.COM**



- **Keep mail relevant**
- **Link physical mail with digital & engaging customer interactions**
- **Grow the value of mail**

# Thank you!

[IrresistibleMail.com](https://ribbs.usps.gov/index.cfm)

<https://ribbs.usps.gov/index.cfm>