

2016 USPS Mailing Promotions

PCC Workshop-In-A-Box

March 2016

New Products and Innovation
Mailing Services

- **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

We're going to cover the 2016 Mailing Promotions & Incentive Programs being offered by the Postal Service.

We'll also take a look at trends and innovations helping keep mail relevant and growing the value of mail.



- **2014:** 4.5B smartphone users worldwide¹
- **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

¹ 2014 eMarketer estimates

As you can see from this slide, smartphones will continue to become more prevalent and sophisticated in the coming years. Mobile ad spend is expected to triple by 2018.

- 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

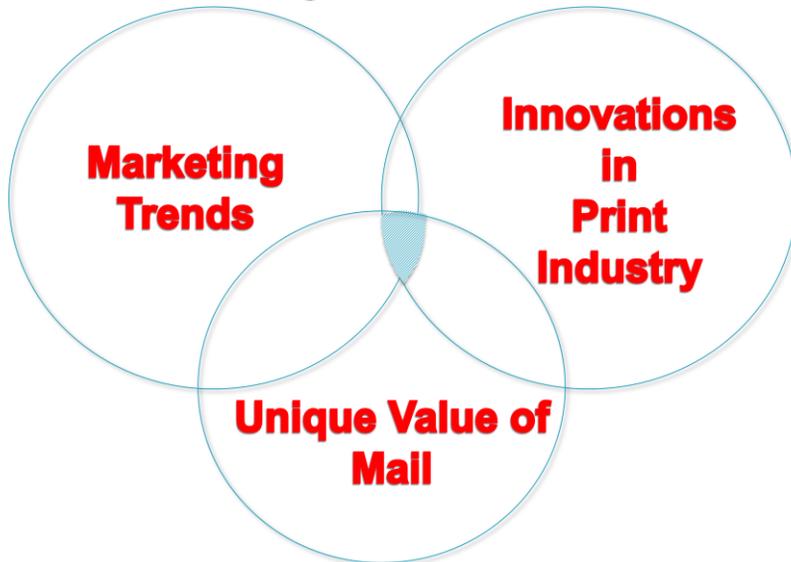
New print technologies are primed to deliver unique, creative materials that leverage experiences you cannot generate in a singularly-digital way

With everyone so caught up in the online/mobile experience, they tend to forget about the power of the tried and true...MAIL.

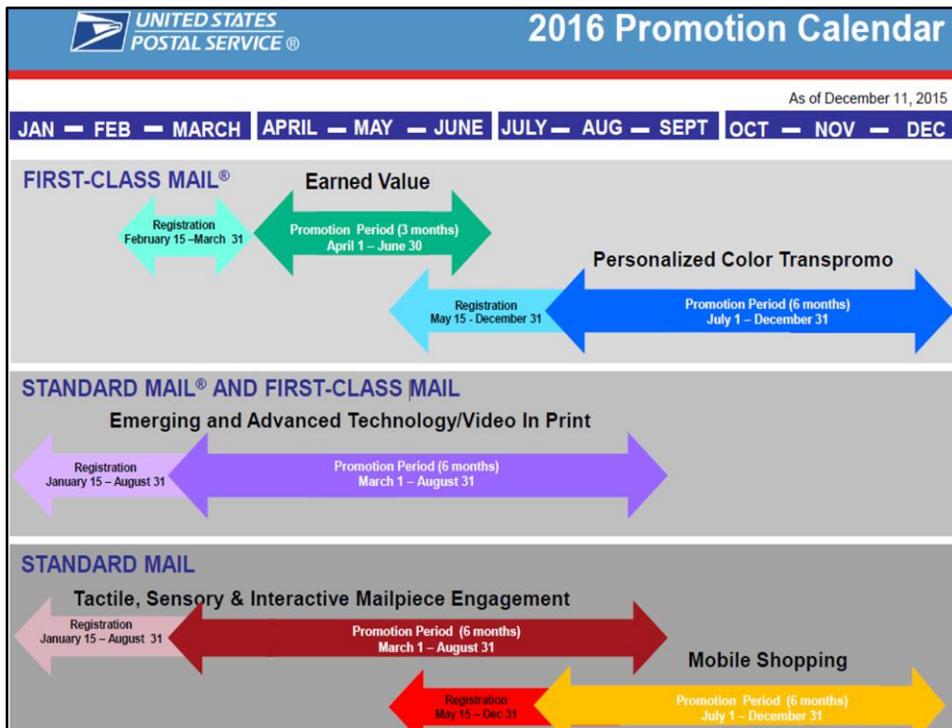
Not only does mail offer targeted, measurable results along with a more personalized experience BUT when mail is combined with other channels (online/digital) the conversion rates increase dramatically.

According to CJG Digital Marketing, consumers who see ads in multiple channels convert 24% more often than those who see them in one channel

USPS Mailing Promotions Consider:



Let's take a look at how the USPS Mailing Promotions incorporate market trends in innovations and technology and the unique value that mail can provide.



Here is the 2016 Promotion Calendar.

Registration for the Earned Value Promotion has closed but the promotional period is running from April 1 – June 30.

Personalized Color Transpromo registration is open from May 15 – December 31 and promotional period runs from July 1 – December 31

Emerging and Advanced Technology/Video in Print registration began on January 15 and runs through August 31. The promotional period is from March 1 – August 31.

The Tactile, Sensory & Interactive Mailpiece Engagement registration period is January 15 – Aug 15 and the promotion runs from March 1 – August 31.

And finally the Mobile Shopping registration opens May 15 – Dec 31 and the promotion runs from July 1 – Dec 31.

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/maillingpromotions/documents/tech_guides/2016EmergingandAdvancedTechnologyPromotion.pdf

The Emerging and Advanced Technology promotion has expanded upon last year and now includes Video in Print, iBeacon/Beacon Technology and A/B testing option. We'll take a more in-depth look at these offerings in a minute.

But first, lets learn more about Near Field Communication technology and the Enhanced Augmented Reality experiences.

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

(These are just a few examples and are not designed to limit or restrict the use of NFC technologies. Examples of usage and any new developments for the technology are welcome to be submitted to the Program Office for prior approval.)

“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.

Enhanced A/R combines real and virtual experience, interactive in real time, rendered in 2-D or 3-D. Videos can certainly include text/graphics, but the AR tool must produce the 2D/3D effects separately.

Gamification is the use of game thinking and game mechanics in non-game contexts to improve user engagement and return on investment.

*Video animation - The video cannot instantly appear and start through the augmented reality technology engagement. The video screen must appear as part of an augmented reality display. The video must be displayed on top or as part of the physical mailpiece environment. The video can play when engaged with the physical mailpiece or when the device is moved away from the physical mailpiece. The video must have a specific call to action related to the mailpiece and **cannot** reside on public access sites such as, Youtube, Facebook, etc.

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



Read the slide.

①

Trigger to
"enhanced
augmented
reality or
NFC

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



②

Mobile
Optimization

Non Mobile
Optimized



Mobile
Optimized



③

Directional
Copy

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."*

Mobile Optimization: The experience is optimized to properly fit on any screen, smartphone, tablet, PC, etc.

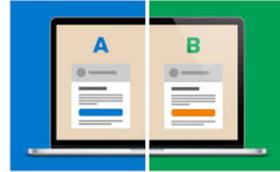
Participants must use these or similar techniques to qualify for the promotion:

- Screen Size and resolution is adjusted so that users do not have to scroll horizontally
- Page sizes are compressed to enable faster downloading
- Outbound links take users only to mobile optimized pages
- Contrast and color scheme is adjusted for viewing on smaller screens and outdoor viewing.
- Device detection directs mobile users to appropriately formatted content
- Use menu options as opposed to free-text entry whenever possible

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

A/B testing is a method of comparing two versions of a webpage or app against each other to determine which one performs better. AB testing uses data & statistics to validate new design changes and improve your conversion rates.

**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**

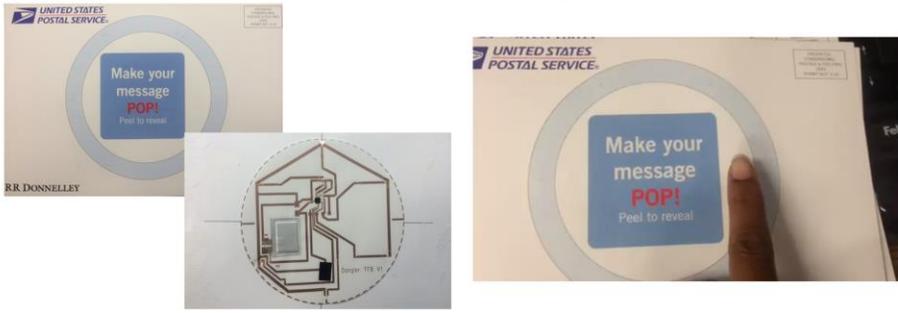


The Tactile, Sensory & Interactive promotion is offered this year as a standalone promotion.

Let's look at some of the approved specialized inks, papers and interactive features now.

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....



[Right side image is clickable](#)

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



NOTE: The 3D "Pop" images are clickable in slideshow mode.

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/maillingpromotions/documents/tech_guides/2016EarnedValuePromotion.pdf

The Earned Value promotion encourages First-Class mailers to use Business Reply Mail or Courtesy Reply Mail in their mailings.
(Read the credits on slide)

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/maillingpromotions/documents/tech_guides/2016ColorTranspromoPromotion.pdf

The Personalized Color Transpromo Promotion encourages First-Class mailers to use Personalized Color Transpromo messaging on bills or statements. Let's take a look now at some samples that qualify for the promotion and some that don't.

Acceptable Color Statement

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

Company Name
Contact us: CompanyName.com

Account Number: 123456789011
Billing Cycle: 11/18/13
Total Amount Due: \$101.16
Payment Due by: 11/18/13
Page 1 of 2

JOHN DOE
123 Main St
Anytown, US 00000-0000

Monthly Statement Summary

Previous Balance	127.14
Payment: 10/18/13 - Bank of Am	-181.16
New Charges - card Assoc	79.18
Total Amount Due	\$101.16
Payment Due by	11/18/13

New Charges Summary

Utility Service	89.99
Other Services	0.00
Additional Interest Services	7.00
Postal Service Charges & Credits	-24.99
Charges and Credits for amount this month	0.00
See the Electronic Copy of your Statement	
Taxes, Surcharges & Fees	3.14
Total New Charges	\$75.14

Company Name
Annual Clearance Event!
Susan, Save more during this.

Small text at bottom: Please see your account card for more information.

Company Name
PO BOX 123456
Anytown, US 00000-0000
John Doe
123 Main Street
Anytown, US 00000-0000

Account Number: 123456789011
Payment Due by: 11/18/13
Total Amount Due: \$101.16
Amount Enclosed: \$ -

Make checks payable to Cash/Order

Company Name
PO BOX 123456
Anytown, US 00000-0000

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

2013 Totals Year-to-Date
Total fees charged in 2013: \$0.00
Total interest charged in 2013: \$113.45

Interest Charge Calculation

Year Annual Percentage Rate (APR) in the actual interest rate on your account	Annual Percentage Rate	Balance Subject to Interest	Interest Charge
Fixed-Rate	22.99%	\$4,301.01	\$41.21
CASH ADVANCES	22.99%	\$0.00	\$0.00

Variable Rate

Special Message

Company Name Card saves you 5% on every purchase. Some restrictions apply.
Special promotional offer for selected items.

Save an additional 5% on every purchase Friday November 29th. Some restrictions apply.

Company Name Original Series

Susan,
Here is your invite!
Show Name
Mondays
8PM ET/PT | Ch. 000
Only on Channel Name

Small text at bottom: Please see your account card for more information.

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.

The statements displayed on the screen qualify for the personalized transpromo promotion. Why? The statements contains a dynamically printed promotional or consumer information message and the promotional message is printed on the same paper stock as the bill/statement.

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/maillingpromotions/documents/tech_guides/2016MobileShoppingPromotion.pdf

The Mobile Shopping promotion promotes the use of technology platforms to go from the mailpiece directly to an online shopping experience.

Eligible triggers are QR codes, Snap Tags, Watermarks and other advanced technologies. “Buy Now” features on social media have been added as eligible.

Let’s take a look at what doesn't qualify for the promotion.

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.

Here are some samples of acceptable mobile barcodes, digital watermark technology and branded barcodes.

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."

Mobile Optimization:

Participants must use these or similar techniques to qualify for the promotion:

- Screen Size and resolution is adjusted so that users do not have to scroll horizontally
- Page sizes are compressed to enable faster downloading
- Outbound links take users only to mobile optimized pages
- Contrast and color scheme is adjusted for viewing on smaller screens and outdoor viewing.
- Device detection directs mobile users to appropriately formatted content
- Use menu options as opposed to free-text entry whenever possible

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

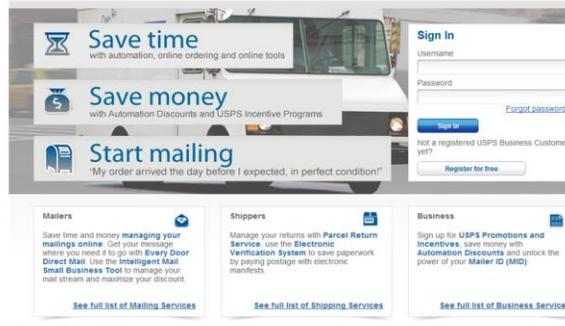
Discount

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

Promotion Participation Survey

✓ As part of the terms of participation, all promotion participants must complete a survey at the end of the promotion.

- 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)



So how do you register for any of the promotions we covered today? First, you must register on the Business Customer Gateway via the Incentive Program service.

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

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



If you have any questions on the promotions covered in this presentation you can send an email to the mailboxes displayed on the screen.

- **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

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Here are some more helpful links.



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Visit [Irresistiblemail.com](https://www.irresistiblemail.com) for more examples and information about how to make mail exciting, interactive, and innovative.

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

The reason why the Postal Service offers mailing promotions is to encourage mailers to use new and exciting technology in the mail. This keeps mail relevant, grows the value of the mail, and finally by combining physical mail with digital you create engaging customer interactions but more than that you improve your opportunity to increase response rates.

Thank you!

[IrresistibleMail.com](https://irresistiblemail.com)

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