



PAPER & PIXELS

*U.S. POSTAL SERVICE
PROMOTIONS & INCENTIVES*

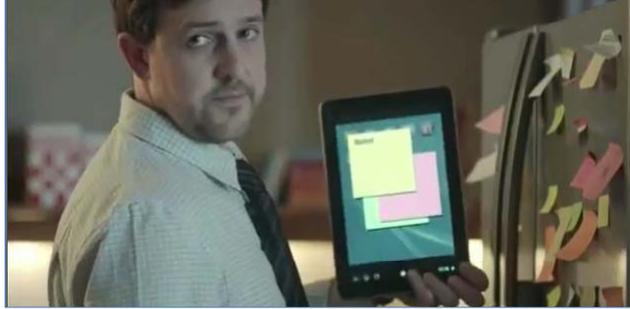


GRAPHIC communications
a Veritiv company



Here is Pritha

Print is Not Dead



Catalogs and Technology



Introduction



- USPS started with 2011 promotion
 - Create awareness of mail
- Increase in digital communication
- Omni channel marketing
- Innovations can allow a marketing message to stand out
- Encourage customers to adopt and invest in technologies



Overview



- **U.S. Postal Service 2016 Promotions**
 - Earned Value
 - Personalized Color Transpromo
 - Emerging & Advanced Technology / Video in Print
 - Tactile, Sensory & Interactive Mailpiece Engagement
 - Mobile Shopping



2016 Catalog Promotions



**UNITED STATES
POSTAL SERVICE**

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

STANDARD MAIL® AND FIRST-CLASS MAIL	
<p style="text-align: center;">Emerging and Advanced Technology/Video In Print</p> <p style="text-align: center;">Registration: January 15 – August 31</p> <p style="text-align: center;">Promotion Period (6 months): March 1 – August 31</p>	<p style="text-align: center;">2% Postage Discount</p> <ul style="list-style-type: none"> • First-Class Mail presort and automation letters, cards, and Flats • Standard Mail letters and flats • Nonprofit Standard Mail letters and flats
STANDARD MAIL	
<p style="text-align: center;">Tactile, Sensory & Interactive Mailpiece Engagement</p> <p style="text-align: center;">Registration: January 15 – August 31</p> <p style="text-align: center;">Promotion Period (6 months): March 1 – August 31</p>	<p style="text-align: center;">2% Postage Discount</p> <ul style="list-style-type: none"> • Standard Mail letters and flats • Nonprofit Standard Mail letters and flats <p style="text-align: center;">Mobile Shopping</p> <p style="text-align: center;">Registration: May 15 – Dec 31</p> <p style="text-align: center;">Promotion Period (6 months): July 1 – December 31</p>




Emerging and Advanced Technology



- **Eligible mailpieces can incorporate:**
 - NFC technology
 - “Enhanced” Augmented Reality experiences
- **New this year!**
 - Video in Print (ViP)
 - iBeacon/Beacon Technology.
 - A/B testing option
- Specific Program Requirements




NFC Stickers

Emerging and Advanced Technology Promotion



Near Field Communication

Emerging and Advanced Technology Promotion



NFC Technology

Quick Facts / Takeaways

Source: USPS Office of Inspector General / Mail Innovations - Report Number RARC-WP-14-013

- Track where & when it's scanned
- Six in 10 people did not realize they had the capability
- Sends the small amounts of information to NFC-enabled devices
- Tags have a very short bandwidth
- 88% of users consider interaction with advertisement
- Cost: \$\$



Enhanced Augmented Reality

Emerging and Advanced Technology Promotion

AR Within a Retail Flyer



Enhanced Augmented Reality

Emerging and Advanced Technology Promotion



AR Used Within a Business Catalog



Enhanced Augmented Reality

Emerging and Advanced Technology Promotion



2D AR Used Within Catalog



Enhanced Augmented Reality



Emerging and Advanced Technology Promotion

- **Must be interactive** *(must include two or more of these elements)*
 - 2D/3D elements or modules
 - Animation
 - An interplay between the physical (mailpiece) and the digital that actively uses the person's perspective.
- 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.



Enhanced Augmented Reality



Emerging and Advanced Technology Promotion

Graphic Communications AR Program



Enhanced Augmented Reality



Quick Facts / Takeaways

Source: USPS Office of Inspector General / Mail Innovations - Report Number RARC-WP-14-013

- AR companies can:
 - Track the total number of scans
 - Number of unique users
 - Length of time a user spends on the app
 - Click-through rates, location, and time of scans
- Click-through rate of 87%
- Users must download
- Consumers were 135% more likely to purchase a product they viewed through AR
- Cost: \$\$



iBeacon Technology



Emerging and Advanced Technology Promotion



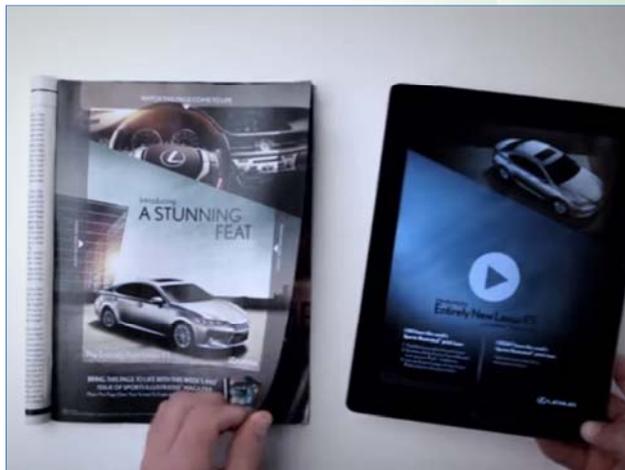
Video in Print

Emerging and Advanced Technology Promotion



Translucent Paper

Emerging and Advanced Technology Promotion



Video in Print

Quick Facts / Takeaways

Source: USPS Office of Inspector General / Mail Innovations - Report Number RARC-WP-14-013



- Possible built-in Wi-Fi connection
 - Track how many times the piece is activated
- Pieces have paper pocket containing:
 - Battery, LCD, shatter-resistant screen, speaker, & wires to control the buttons
 - Rechargeable battery available thru USB
- Research found inserts delivered a 100% brand recall rate and a 91% pass-along rate
- Cost: \$\$\$



Personalized Interactive Video (PIV)

Emerging and Advanced Technology Promotion



- Definition
 - A physical mailpiece that links the reader to an online interactive video experience where the user can interact with the video, and make selections throughout the experience to tailor the options and video content they receive and view.
- Must include marketing and CRM software to automat the creation and preparation of additional mailpieces.



Personalized Interactive Video (PIV)

Emerging and Advanced Technology Promotion



Pitney Bowes Demonstration
<http://www.mypbvideo.com/>



A/B Testing Option

Emerging and Advanced Technology Promotion



- Test: Specific design or technology treatment
 - Requires 90% of the mail volume to meet **all** requirements (*of selected technology*)
 - Other 10% of the mailing to be entered with an alternate creative design and does not have to meet the incentive requirements
 - Requires two separate postage statements
 - Receive promotional 2% discount on the 90% volume.
 - After analyze and submission of the A/B test results the remaining 10% will be rewarded as credit



Tactile, Sensory and Interactive Mailpiece Engagement



- **All sample mailpieces must be sent to the program office for review and approval no later than one week prior to the first mailing**
- **There are three featured categories in this promotion:**
 - Specialty inks
 - Specialty paper
 - Interactive elements on envelope and/or mailpiece content



Conductive Inks

Tactile, Sensory and Interactive Mailpiece Engagement



Thermochromic Ink

Tactile, Sensory and Interactive Mailpiece Engagement



UV Spot Varnish Finish / Textual

Tactile, Sensory and Interactive Mailpiece Engagement



Metallic Ink

Tactile, Sensory and Interactive Mailpiece Engagement



Specialty Inks

Tactile, Sensory and Interactive Mailpiece Engagement



Specialty Papers

Tactile, Sensory and Interactive Mailpiece Engagement



Edible Paper

Tactile, Sensory and Interactive Mailpiece Engagement



Interactive Mailpiece

Tactile, Sensory and Interactive Mailpiece Engagement



Interactive Mailpiece

Tactile, Sensory and Interactive Mailpiece Engagement



Interactive Mailpiece

Tactile, Sensory and Interactive Mailpiece Engagement



Google Cardboard



Mobile Shopping

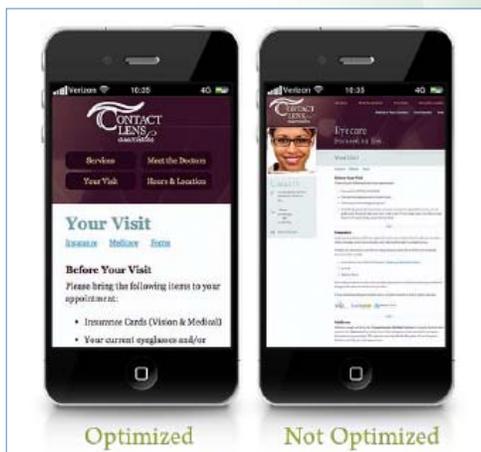


- Mailpiece must meet 5 requirements below:
 1. Mobile Barcode Requirement
 2. Directional Copy Requirement
 3. Website Requirements – Relevance
 4. Website Requirements – Mobile Optimization
 5. Website Requirements – Purchase of Product



Mobile Optimization

Mobile Shopping



Mobile Shopping/Point of Purchase

Mobile Shopping



- **Advertised product can be conveniently purchased through a mobile optimized shopping experience on a mobile device.**
- For purposes of this promotion, the recipient must be able to complete the purchase in one of the following ways:
 - an electronic payment method (such as a credit, debit or prepaid card) made through the internet on the mobile device
 - a person-to-person payment method (ex. PayPal) made through the internet on the mobile device
 - Social Buy Now electronic payment or person to person made thru social media app using the “Buy Now” button



Mobile Shopping



Quick Facts

Source: USPS Office of Inspector General / Mail Innovations - Report Number RARC-WP-14-013

- **Price** - Basic QR code generators are free, others can cost \$5 per month or more. Price depends on the content communicated via the code & the traceable consumer information collected.
- **Analytics** - The QR code can track when, where, and how often each code is scanned. The website the QR code leads to can also track click-through information.
- **Effectiveness** - One QR code scanner company reported each of its users scanned an average of four QR codes in the first quarter of 2014 (with 5 million active users).



Mobile Shopping



For the purposes of this promotion, a product is ***defined as a tangible and physical item that needs to be distributed or manufactured and can be shipped via a mailing or shipping product offered by the Postal Service (delivery by the Postal Service is not required).***



2016 USPS Promotions

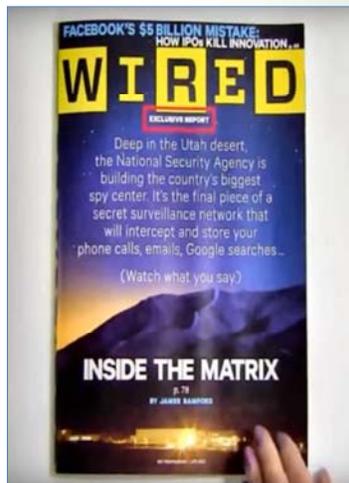


Thank You



Thermochromic Ink

Tactile, Sensory and Interactive Mailpiece Engagement



Video in Print

Emerging and Advanced Technology Promotion



Video in Print

Emerging and Advanced Technology Promotion



Optical Variable Ink

Tactile, Sensory and Interactive Mailpiece Engagement



FAQs



- **How can I get a copy of this presentation?**
 - Please contact your Graphic Communications or Bulkley Dunton sales person to set up a meeting to learn more.
- **How can I get more information about these technologies?**
 - Contact your Veritiv/Graphic Communications/Bulkley Dunton sales person or:

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- **Where can I find more details about the USPS promotions other postal information?** Please contact:

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Speaker



- **Erv Drewek**

- Manager Postal Affairs



- +25 years experience

- Customer Liaison with USPS

- Industry Co-Chair of MTAC

- (Mailers Technical Advisory Committee)*

- **Key Notes** Newsletter

- Subscribe:

- <http://gckeynotesnewsletter.blogspot.com/>

