2015 USPS Mailing Promotions

PCC Workshop-In-A-Box

June 2015

Agenda

- **Update**

- **2015 Promotion Calendar**

- **Irresistible Mail**

- **Earned Value Promotion**

- **Emerging and Advanced Technology Promotion**

- **Color Transpromo Promotion**

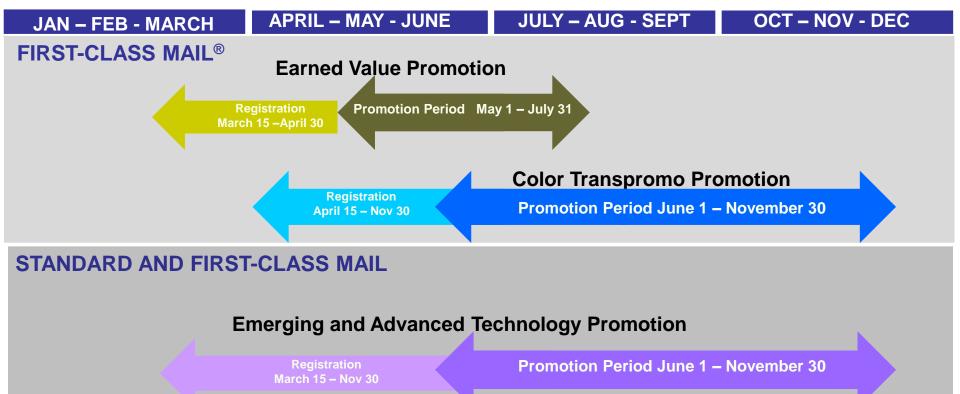- **Mail Drives Mobile Engagement Promotion**

- **Questions**

- The promotion calendar was fully approved by the Postal Regulatory Commission (PRC) on May 7th

- Registration for the Earned Value promotion closed on April 30, 2015 and cannot be re-opened.

- Although some of the promotion dates overlap, customers cannot claim more than one discount per mailing. The exception is Earned Value-it **can** be claimed along with any of the other three up until the end date of July 31, 2015.

- Pre-approval from the Mailing Services Program Office is encouraged for all promotions.
  - ➢ For the Emerging & Advanced Technology promotion, all designs and technologies other than Near Field Communication (NFC) and "enhanced" augmented reality (AR) **must be** presented for preapproval.

- Completion of the post-promotion survey is a requirement for participation in all promotions

- Ideas for 2016 promotions are currently under review

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2015 Promotion Calendar

As of: 5/7/15

JAN – FEB - MARCH	APRIL – MAY - JUNE	JULY – AUG - SEPT	OCT – NOV - DEC

FIRST-CLASS MAIL®

Earned Value Promotion

Registration March 15 –April 30

Promotion Period May 1 – July 31

Color Transpromo Promotion

Registration April 15 – Nov 30

Promotion Period June 1 – November 30

STANDARD AND FIRST-CLASS MAIL

Emerging and Advanced Technology Promotion

Registration March 15 – Nov 30
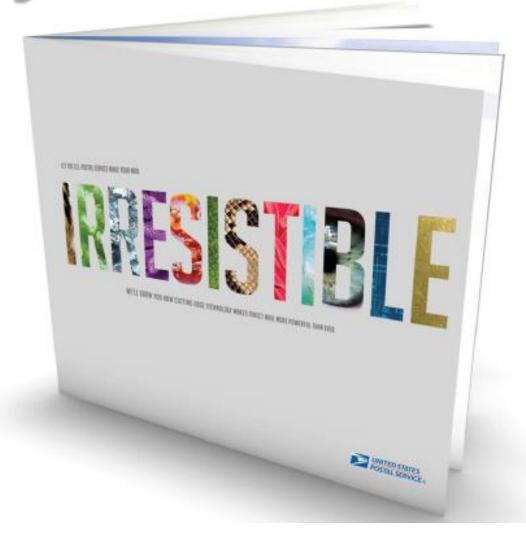
Promotion Period June 1 – November 30

STANDARD MAIL®

Mail Drives Mobile Engagement Promotion

Registration May 15 – Dec 31

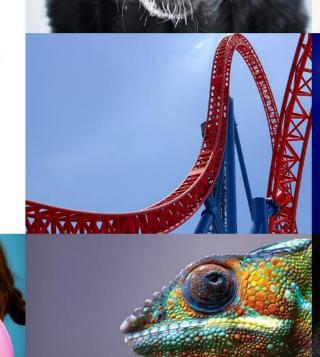Promotion Period July 1 – December 31

Make your mail....

Explore the Innovation Gallery at: http://www.irresistiblemail.com

2015 Earned Value Promotion

Earned Value

Mailers enrolled in the 2015 Earned Value promotion may earn a credit for reply mail pieces that their customers mail back to them. Credit can be applied toward future mailings of First-Class Mail presort and automation cards, letters and flats

Promotion Dates

Registration Period	March 15 – April 30, 2015 - **closed**
Award /Piece Tracking Period	May 1 – July 31, 2015
Mailer Agreement Period	August 1 – September 15, 2015
Award Claim Period	August 1 – December 31, 2015
Credit Expiration Date	December 31, 2015

RUSH! Holiday Gift Order!

BUSINESS REPLY MAIL
FIRST-CLASS MAIL   PERMIT NO. 1   BOONE IA
POSTAGE WILL BE PAID BY ADDRESSEE

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

MAGAZINE
PO BOX 32393
BOONE IA 52393-2393

2015 Emerging and Advanced Technology Promotion

Registration Period

March 15 – November 30, 2015

Promotion Period

June 1 – November 30, 2015

Eligible Mail

- First-Class Mail® presort & automation letters, cards & flats
- Standard Mail letters & flats
- Nonprofit Standard Mail letters & flats

Discount

- Upfront 2% postage discount

Note: The discount must be claimed at the time of mailing and cannot be rebated at a later date.

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Emerging and Advanced Technology

Encourage mailers to incorporate interactive technology to drive interest in mail as a marketing channel.

This promotion will build upon previous promotions and continue our strategy of encouraging mailers to integrate mail with advancements in technology. To participate in the promotion, the mailpiece must incorporate the use of standard Near Field Communication (NFC) technology or an "enhanced' augmented reality experience. There are **three new categories** that are included in this year's promotion. They are, but are not limited to:

- Inks
- Paper
- Interactive technologies

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;
- Generate a communication related experience.
- The mailpiece could be embedded or affixed with NFC technology that would 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.

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"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 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.

NFC and Enhanced AR:

For the purposes of this promotion, only "enhanced" augmented reality incorporating the robust features and enhanced engagement that adds value to the consumer experience as described will qualify for the promotion discount.

It is highly recommended that mailings incorporating the use of NFC or AR are also presented to the Program Office for prior approval.

The Program Office is available for discussions prior to or during the design phase to ensure that experiences meet the promotion requirements.

If you have any questions, please contact the Program Office at
mailingpromotions @usps.gov

① Trigger to "enhanced augmented reality or NFC

② Mobile Optimization

③ Directional Copy

Acceptable examples include:

Non Mobile Optimized   **Mobile Optimized**

Acceptable examples include:

"Scan the barcode for an interactive experience."

"Download our app and scan here to see your mailpiece come to life."

"Tap here with your NFC enabled phone."

NEW Category for 2015: "No Chip Required"

- Emerging/Advanced Tech is not limited to devices, circuits or software

- Expanding this category to include innovative advances in papers, ink & interactive technologies
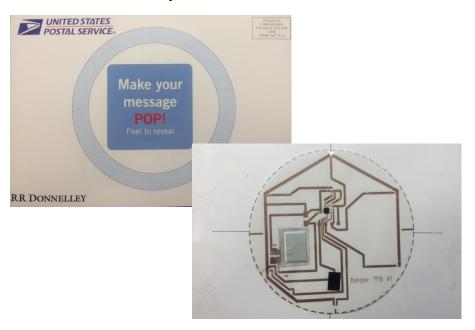

All submissions in the "New" Category <u>must</u> be submitted to the program office for pre-approval.
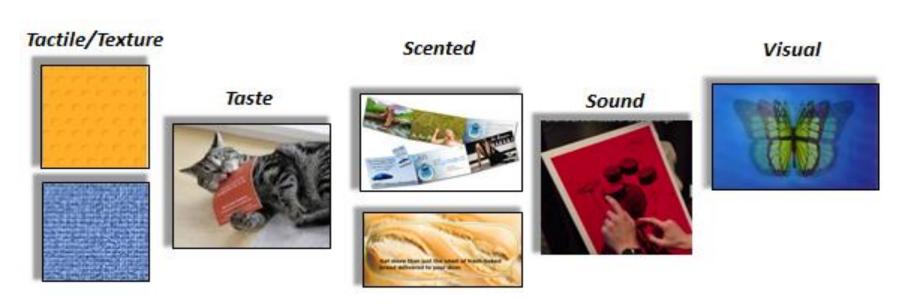
- **Inks** may include:
  - ➤ *Conductive inks*: become part of a circuit and activate a device
  - ➤ *Thermochromic*: change color with variations in temperature
  - ➤ *Hydrochromics*: change color upon contact with liquid
  - ➤ *Photochromics:* change color with UV light exposure
  - ➤ *Optically Variable 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 characteristics** – 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

- **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

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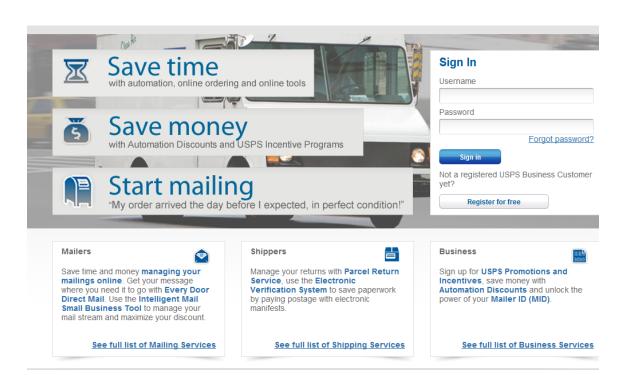| Registration	Submission	Mailpiece	Discount

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)

For further information:

Email: mailingpromotions@usps.gov

Mail: US Postal Service
         Attn: Promotions and Incentives
         Post Office Box 23282
         Washington, DC 20026-3282

Web: https://ribbs.usps.gov/index.cfm?page=mailingpromotions
         https://www.usps.com/business/promotions-and-incentives.htm

2015 Color Transpromo Promotion

What is the Color Transpromo Promotion?

This promotion:

- Encourages producers of bills and statements to produce mail that creates a greater connection and response from consumers by using color messaging.

- Designed to grow the value of First-Class Mail and encourage mailers to invest in color print technology.

- Provides an upfront postage discount to mailers who use dynamic/variable color print for marketing and consumer messages on their bills and statements.

Registration Period

April 15 – November 30, 2015

Promotion Period

June 1 – November 30, 2015

Eligible Mail

- First-Class Mail® presort & automation letters, cards & flats
- Standard Mail letters & flats
- Nonprofit Standard Mail letters & flats

Discount

- 2% of the eligible First-Class Mail postage. The discount is calculated in PostalOne® and applied to the postage statement at the time of mailing.

Note: The discount must be claimed at the time of mailing and cannot be rebated at a later date.

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Who is Eligible to Participate?

- Mailers of bills and statements who have registered for the promotion.

- Mail Service Providers may prepare and submit mailings for eligible mail owners.
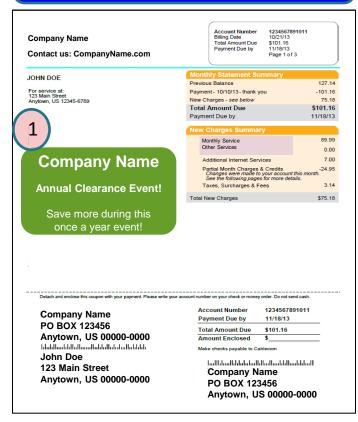
What Mail is Eligible?

- First-Class Mail presort and automation letters containing bills and statements with dynamic/variable color print for promotional and consumer messages.

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✓ **Acceptable Color Statement**

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

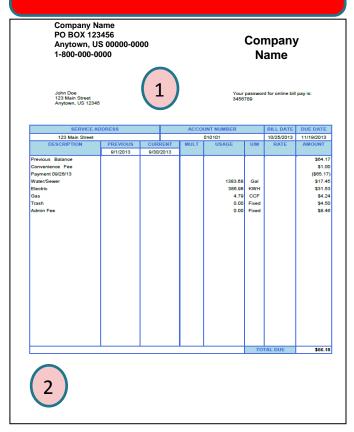1. Statement contains a dynamically printed promotional or consumer information message.

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.

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🚫 **Unacceptable Color Statement**

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

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

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

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

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

Acceptable Color Statement or Bill with E-Payment Marketing Message

Company Name

Service Details, cont.

Contact us: CompanyName.com

Account Number 1234567891011
Billing Date 12/21/13
Total Amount Due $101.16
Payment Due by 01/18/14
Page 3 o f 3

(1) # Refer a Friend
And Get $100 In Bill Credits
Have your friend call 1-800-000-0000 and give your account number when ordering.

(2) **Pay your bill online.**

Just click "log-in" at CompanyName.com, then sign up with your Customer Number: 000000000 and phone number to pay bills, schedule services, view service history and more.

Pay online
CompanyName.com
Pay by phone
1-800-000-000

Unacceptable Color Statement or Bill with E-Payment Marketing Message

Company Name

(1) **Pay your bill online.**

Just click "log-in" at CompanyName.com, then sign up with your Customer Number: 000000000 and phone number to pay bills, schedule services, view service history and more.

(2)

Pay online
'CompanyName.com
Pay by phone
1-800-000-000

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1. Statement contains a dynamically printed promotional or consumer information message.
2. E-payment messages are allowed but do not qualify for the promotion discount.

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1. Statement contains only an e-payment message that is *NOT* accompanied by a promotional or consumer message.
2. Statement is *NOT* dynamically printed; preprinted paper stock was used.

IMb Full-Service Mailings

- Mailpieces must be part of a Full-Service mailing.
  - ➢ 90% of mailpieces in postage statement must be Full-Service compliant.
  - ➢ Residual pieces that are part of a Full-Service mailing, and do not meet Full-Service requirements may be contained on the mailing statement and will qualify for the discount if the mailing meets all other promotion requirements.

Postage Payment Method

- Postage must be paid using a Permit Imprint or Precancelled Stamp permit. Some Meter Permit mailings may qualify.

Promotion Participation Survey

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

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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

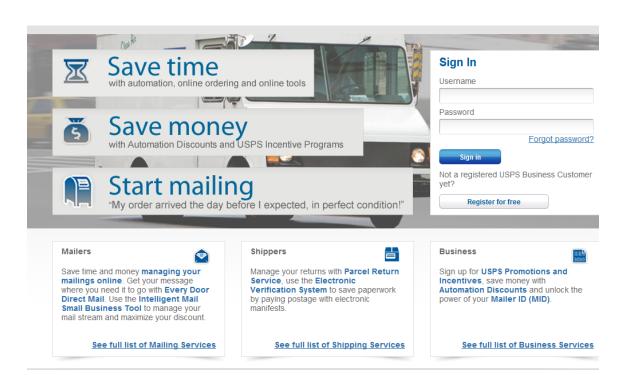- Must be part of a full service mailing

Mailpiece

- Must be a bill or statement

- Must contain dynamic color messaging

- Must be an onsert (inserts and addendums do not qualify)

- Color message must be a promotional or consumer message

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)

For further information:

Email: FCMColorPromotion@usps.gov

Mail: US Postal Service
Attn: USPS Color Print in FCM Promo
PO Box 23282
Washington, DC 20026-3282

Web: https://ribbs.usps.gov/index.cfm?page=mailingpromotions
https://www.usps.com/business/promotions-and-incentives.htm

Information about the promotion, program requirements and sample statements:
https://ribbs.usps.gov/mailingpromotions/documents/tech_guides/2015ColorTranspromoPromotion.htm

2015 Mail Drives Mobile Engagement Promotion

Registration Period — May 15 – December 31, 2015

Promotion Period — July 1 – December 31, 2015

Eligible Mail
- Standard Mail letters & flats
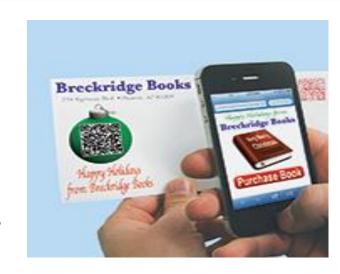- Nonprofit Standard Mail letters & flats

Discount
- Upfront 2% postage discount

Note: The discount must be claimed at the time of mailing and cannot be rebated at a later date.

The 2015 Mail Drives Mobile Engagement promotion encourages mailers to integrate mobile technology with direct mail to create a convenient method for consumers to do their shopping.

As mobile technology continues to evolve, mail has the potential to offer greater value. The mailpiece must:

- include a mobile barcode or print/mobile technology that can be read or scanned by a mobile device

- lead the recipient to a mobile-optimized shopping website or the ability to complete a financial transaction

- allow the recipient to be able to purchase an advertised product from the website

Mobile Barcode Requirement:

All qualifying mail must contain a mobile barcode or other equivalent print/mobile technology that when scanned by a mobile device leads to a mobile optimized website.

Qualifying print/mobile technologies include open-sourced barcodes (such as a QR Code or Datamatrix code), a proprietary barcode or tag (such as SnapTags or MS Tags), an image embedded with a digital watermark, and intelligent print image recognition (including an augmented reality experience).

Also included is the ability to use multi-color or branded barcodes.

Acceptable mobile barcodes:

Acceptable digital watermark technology:

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

a. 2 or more colors

b. 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*.

Reach Consumers

- Consumers are 47% more likely to scan a recognizably branded QR Code

Standard QR code   vs.   Designer QR code   SCANLIFE

Increased Brand Awareness

- Placing a logo or graphic into the QR code increases the visibility and the recognition for the brand, product or service being offered.

Discount

- Visual QR codes allow the QR code to be placed front and center making it part of the ad rather than just a footnote to it.

Company name

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① QR Code

② Mobile Optimization

③ Directional Copy

Acceptable examples include:

Non Mobile Optimized

Mobile Optimized

Acceptable examples include:

"Scan here to shop our mobile site."

"Scan to download our app.

"Scan this page for special offers."

Product Requirements:

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).

Sale of Services and Charitable Donations:
In some instances the sale of services and charitable donations may qualify for the promotion discount provided a financial transaction can occur at some point during the scanning of the mailpiece or a purchase is able to be completed.

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

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* Not limited to this list

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

Thank You!!