

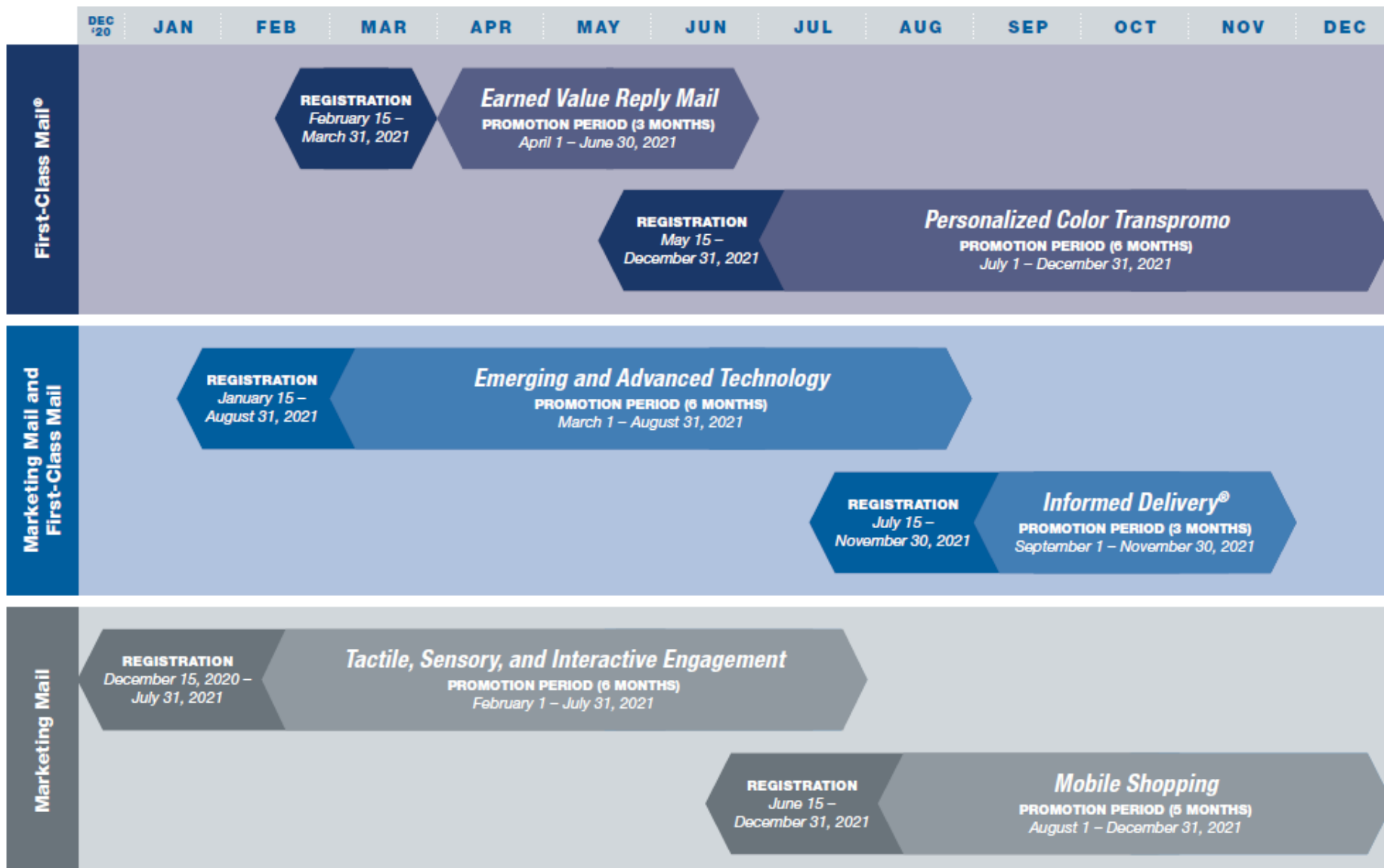
2021
Promotions

2021 Mailing Promotions Overview

Greater NY PCC Meeting
March 24, 2021

Krista Becker
Manager, New Solutions
krista.l.becker@usps.gov

2021 Mailing Promotions Calendar



2021 Promotions

- Tactile Sensory & Interactive Promotion
- Emerging Technology Promotion
- Earned Value Reply Mail Promotion
- Personalized Color Transpromo Promotion
- Mobile Shopping Promotion
- Informed Delivery Promotion

Tactile, Sensory & Interactive Engagement Promotion

Tactile, Sensory, & Interactive Engagement

Use of advanced print innovations in paper stock, inks, interactive elements and finishing techniques.

Discount Amount: Upfront 2% discount eligible pieces

Embossed/Raised Graphic

Aqueous Soft Touch Coating



Eligible Mail

Letters and flats and Nonprofit USPS Marketing Mail letters and flats

MARKETING MAIL®

Key Dates

Registration Period: December 15, 2020 – July 31, 2021

Promotion Period: February 1 – July 31, 2021



3-Dimensional Pop-Up

What's New—Tactile, Sensory & Interactive

<https://postalpro.usps.com/promotions/2021-tactile-sensory>

Linen Embossing
no longer
eligible treatment.

Eligible
Treatments

Simplified
Guide

Separate guides
1. General program overview
2. Technical guide for participation.

NEW

Contact

Address for
submissions

US Postal Service
Attn: TSI Promotion
PO Box 150996
Alexandria, VA 22315

tactilesensorypromo@usps.gov

Tim McGinley



Tactile Sensory and Interactive Requirements

Mailpiece Requirements: Must be authorized by TSI Promotion Office in advance of any mailing submissions to qualify for discount.

Mailpieces must contain one of these elements:

- **Specialty Inks** (including but not limited to: Conductive inks, Leuco Dyes/Thermochromic, Photochromics, Optically Variable Ink, metallic ink, piezochromatic ink, and hydro chromic ink)
- **Specialty Papers** that make use of one of the following features (use of features must be connected to the message of the mailpiece): Scent, Taste, Sound, Visual, or Textural
- **Trailing Edge Die-Cuts (TED-C):** requires PCSC approval submitted to TSI Promotion Office
- **Interactive** mailpieces that utilize dynamic folds the user can twist, spin, dial or bend and other dimensional enhancements (such as 3D features and pop-ups)

Actual sample's must be submitted - PDF's are not acceptable for evaluation.

TSI Promotion Check List

- Mail a hard copy of actual mailpiece(s), including the contents, via USPS mailing services** to:

US Postal Service

Attn: TSI Promotion

PO Box 150996

Alexandria, VA 22315-0996

- Number each mailpiece being submitted for consideration.

- On each mailpiece*, clearly indicated what *specific* specialty element, technique or treatment is to be evaluated and exactly where that treatment is located on the mailpiece.

- Provide information for one *Point of Contact* (POC) who will be responsible for the mailpiece for purposes of the TSI Promotion.

POC Name

Company Name

Company Address

POC Email and Phone Number

Promotion Inbox: tactilesensorypromo@usps.gov

** Note: To ensure delivery to the TSI Promotion Office, USPS products or services must be used. FedEx and UPS do not deliver to PO Box addresses

EMERGING AND ADVANCED TECHNOLOGY PROMOTION

Emerging and Advanced Technology

Incorporates emerging technologies such as AR, VR/MR, NFC, Video-in-Print, multichannel mail integration with voice assistants into your direct mail pieces.

Discount Amount: Upfront 2% discount eligible pieces

Eligible Mail

Letters and flats including Nonprofit USPS Marketing Mail

FIRST-CLASS MAIL[®]

MARKETING MAIL[®]

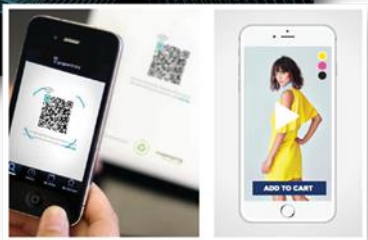
Key Dates

Registration Period: January 15 – August 31, 2021

Promotion Period: March 1 – August 31, 2021

What's New—Emerging Advanced Technology

<https://postalpro.usps.com/promotions/2021-emerging-tech>



First-Class Mail®
letters, cards & flats
USPS Marketing Mail™ letters and flats
Nonprofit USPS Marketing Mail™
letters and flats

emergingtechpromo@usps.gov

Al Gilbert,
Program Manager



Separate guides
1. General program overview
2. Technical guide for participation.

Postal Pro Resources

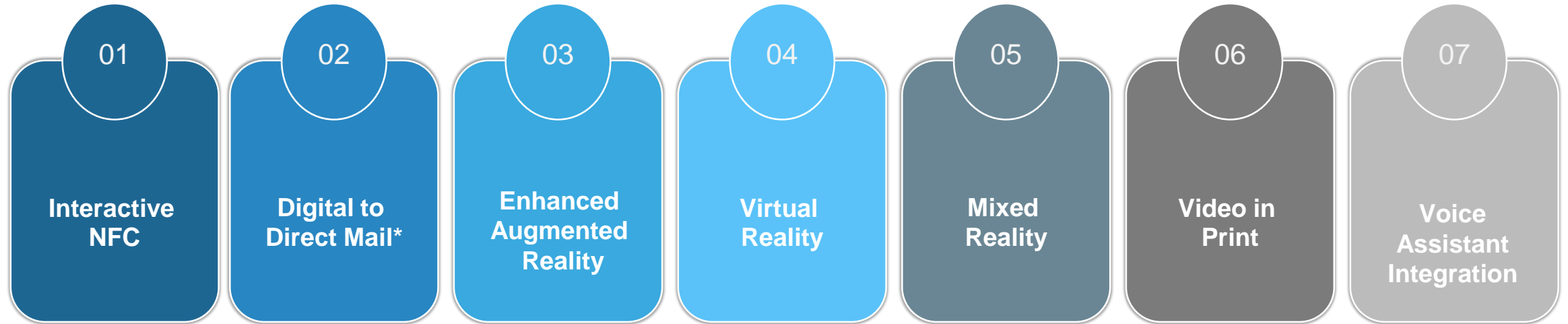
- Webinar
- Program Requirements



Video in Print (ViP)
Technology

Emerging Advanced Technology

The following 7 technologies are included in this year's promotion:



*Need to discuss concept with the Program office prior to submitting piece for pre-approval.



“Enhanced”
AR

Enhanced Augmented Reality Requirements



View of a physical, real-world environment whose elements are *augmented* (or supplemented) by computer-generated 3D overlays in real time.

The experience must include the following elements:

- Animation
- Three Dimensional (3D) Elements or modules
- An interplay between the physical (mailpiece) and the digital that actively uses the person’s perspective

“Enhanced” AR **excludes** the use of 2D, static, pop-up, worded displays that do not engage the recipient in any experience other than reading or simply clicking a button.


Integration with Voice Assistants

Integration with Voice Assistants

- Voice Assistant is a type of device or service where consumers can perform tasks or receive services based on voice directed commands or questions.
- Common voice assistants include Alexa, Google Home/Nest, etc.






To qualify for the promotion:


- Voice assist command must be aligned to marketing message and printed on mailpiece
- Voice experience must accomplish a qualified business task like:
 - Financial services company that provides retirement solutions
 - Detergent company that provides advice about removing stains caused by different substances
- Not allowed: Voice commands directing general online searches like:
 - Getting driving directions to a business location or opening a webpage in a browser



Go to dvd.com/alexa to link your DVD Netflix account to your Alexa.

You'll be able to add movies to your queue and more with a simple voice command!

Download the APP   | Find us @DVDNetflix   



Tips for Emerging Technology

- ❑ Plan in advance—Emerging promo can have complicated technology – mailpiece reviews may take several iterations. Get program office feedback early.
- ❑ Do schedule calls with promotions office if unsure if the technology will qualify -- at the concept phase if possible. On the call plan to explain the concept and a flowchart of ideas is helpful
- ❑ Provide a central point of contact.
- ❑ One size doesn't fit all. An existing video or other technology may not meet requirements.
- ❑ Submit mailpiece to the proper promotions inbox.
EmergingTechPromo@usps.gov
- ❑ Get a formal email response from the promotions inbox which states whether or not the mailpiece qualified. Receiving and retaining an email approval from the promotions office is extremely important, and may be needed at post-promotion audit.

Promotion Inbox: EmergingTechPromo@usps.gov

Earned Value Promotion – Registration ends March 31

Earned Value Reply Mail

Keep First-Class Mail relevant and earn credits by using Business Reply Mail® (BRM), Courtesy Reply Mail™ (CRM), and Share Mail® pieces.

Discount Amount: \$0.02 postage credit for each mailpiece



Eligible Mail

Business Reply Mail, Courtesy Reply Mail, and Share Mail

FIRST-CLASS MAIL®
MARKETING MAIL®

Key Dates

Registration Period: February 15 – March 31, 2021

Promotion Period: April 1 – June 30, 2021

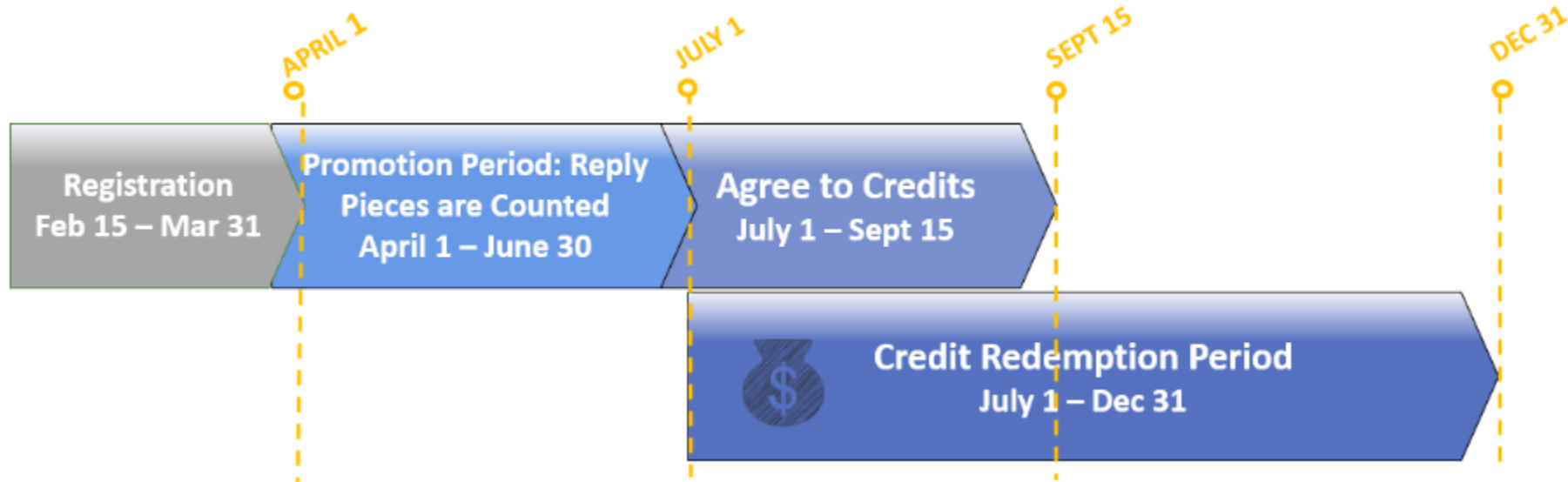
Credit Expiration Date: December 31, 2021

Earned Value Promotion

<https://postalpro.usps.com/promotions/2021-earned-value>



Earned Value Process



Register via the Business Customer Gateway (BCG)

- CRID(s)
- MID(s)
- Permit(s) for Credits

Reply pieces are counted

- **BRM, CRM, and Share Mail pieces counted based on each CRID**

Agree to Credits/Credit Redemption

- As of July 1: agree or dissent to piece counts
- Credits can be applied to postage for future mailings of FCM and Mkting Mail
- submitted electronically via Mail.dat, Mail.XML, or Postal Wizard
- **RR** in the CCR field

PERSONALIZED COLOR TRANSPROMO PROMOTION

Personalized Color Transpromo

Enhance the value of First-Class Mail® bills and statements by incorporating color messaging to foster a better connection and response from your customers.

Discount Amount: Upfront 2% discount eligible pieces

Eligible Mail

First-Class Mail presort and automation letters – bills and statements only, that meet both the dynamic color print and personalization requirements.

FIRST-CLASS MAIL®

Key Dates

Registration Period: May 15 – December 31, 2021

Promotion Period: July 1 – December 31, 2021

What's New—Personalized Color Transpromo

<https://postalpro.usps.com/promotions/2021-transpromo>

First-Class Mail®
Presort and automation letters

Eligible Mail
Classes

Simplified
Guide

Separate guides
1. General program overview
2. Technical guide for participation.

NEW

fcmcolorpromotion@usps.gov

Contact

Alison Tarshis
Program Manager



MOBILE SHOPPING PROMOTION

Mobile Shopping

Many new mobile barcode formats can be leveraged to qualify for this promotion, including the use of Payment QRs, to facilitate a seamless shopping/ purchase experience.

Discount Amount: Upfront 2% discount eligible pieces



Eligible Mail

Regular and nonprofit USPS Marketing Mail® letters and flats that meet the promotion requirements

MARKETING MAIL®

Key Dates

Registration Period: June 15 – December 31, 2021

Promotion Period: August 1 – December 31, 2021

What's New—Mobile Shopping

<https://postalpro.usps.com/promotions/2021-mobile-shopping>

Few requirements for digital shopping experience

Simplified Requirements

Simplified Guide

Separate guides
1. General program overview
2. Technical guide for participation.



NEW

Contact

New Technology

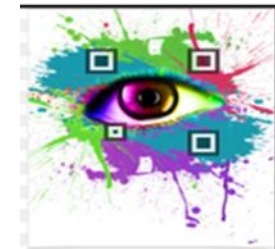
Added voice assistant integration

Image Recognition



mailingpromotions@usps.gov

Bonnie Lee
Program Manager



Mobile Shopping Promotion Mailpiece Requirements

Mailpiece Requirements: All qualifying mail must contain a barcode, print technology or voice assistant integration with directional copy that allows the user to engage in an electronic shopping experience.

Qualifying technologies include:

- Open-sourced barcodes (such as QR Codes or Datamatrix code)
- Augmented Reality
- Shoppable video
- Voice assistant integration



INFORMED DELIVERY PROMOTION

<https://postalpro.usps.com/promotions/2021-informed-delivery>

Informed Delivery Campaigns

Encourage business mailers to incorporate Informed Delivery into their Direct Mail campaigns and create a positive user experience throughout the campaign.

Discount Amount: Upfront 2% discount eligible pieces

Eligible Mail

Letters, Cards and flats and Nonprofit USPS Marketing Mail letters and flats

FIRST-CLASS MAIL®

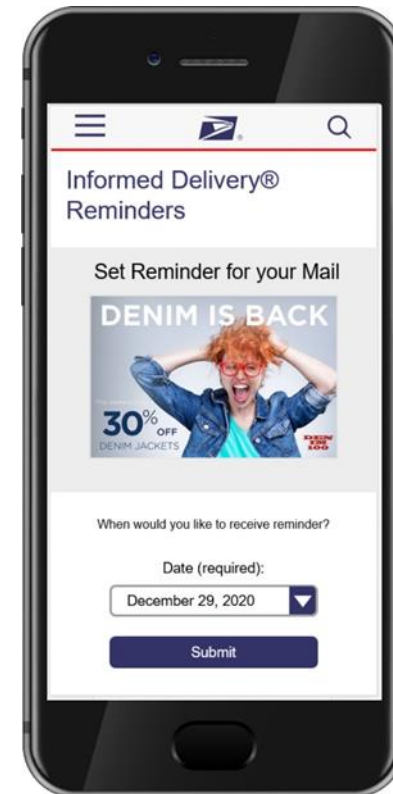
MARKETING MAIL®

Key Dates

Registration Period: July 15-November 30,2021

Promotion Period: September 1 – November 30,2021

Promotion-InformedDelivery@usps.gov



Informed Delivery Promotion – Ride Along/URL

Ride-along Image requires a strong Call-to-action (CTA)

- Messaging cannot encourage online bill payment/elimination of mail (ex., “Tap here to go paperless” or “Click here to pay your bill online”).
- CTA has minimum size requirements and color contrast requirements
- Destination URL must be HTTPS



Ride-along Image



- ❑ Representative image modifies address block with information supporting the call to action
- ❑ Cohesive look, feel and message across all images and the physical mailpiece



Informed Delivery Promotion Representative Images

2021 Mailing Promotion Program Office

Tactile Sensory & Interactive Engagement

Email: tactilesensorypromo@usps.gov

Emerging and Advanced Technology

Email: emergingtechpromo@usps.gov

Earned Value

Email: earnedvalue@usps.gov

Personalized Color Transpromo

Email: fcmcolorpromotion@usps.gov

Mobile Shopping Promotion

- Email: mailingpromotions@usps.gov

Informed Delivery

- Email: Promotion-InformedDelivery@usps.gov

2021 Mailing Promotions Additional Information

Program Requirements & Documents

- <https://postalpro.usps.com/promotions>

Registration

- <https://gateway.usps.com>

PostalOne! Help Desk:

- (800) 522-9085 or postalone@email.usps.gov

For further technical information, please refer to Technical Specifications on PostalPro™ at:

https://postalpro.usps.com/resources-list/technical_specifications

Questions & Answers

