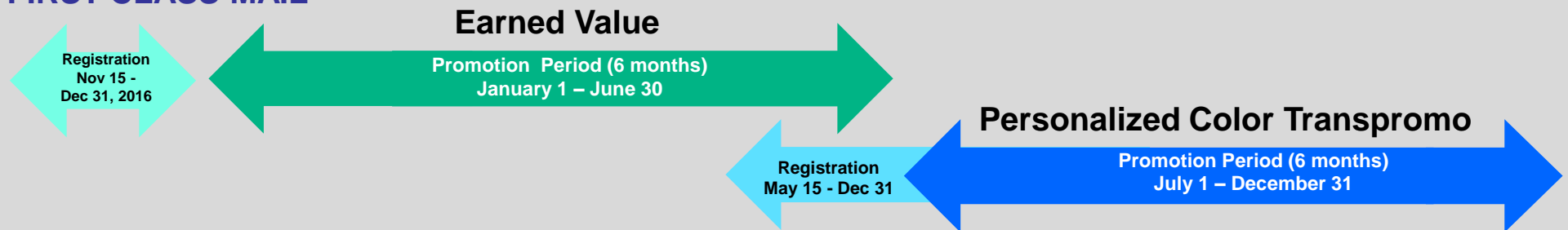


# **PCC Workshop in a Box**

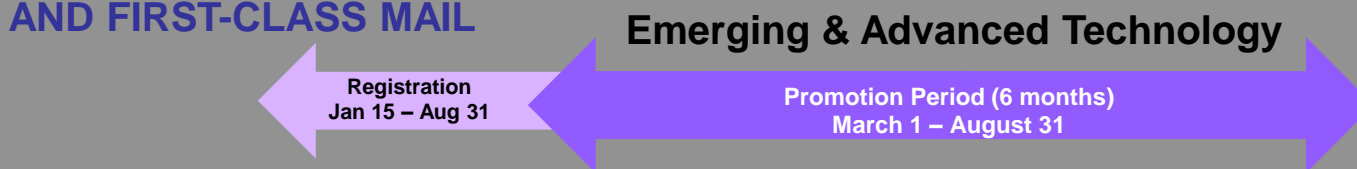
## **2017 USPS Mailing Promotions**

NOV – DEC 2016	JAN – FEB - MARCH	APRIL – MAY - JUNE	JULY – AUG - SEPT	OCT – NOV - DEC
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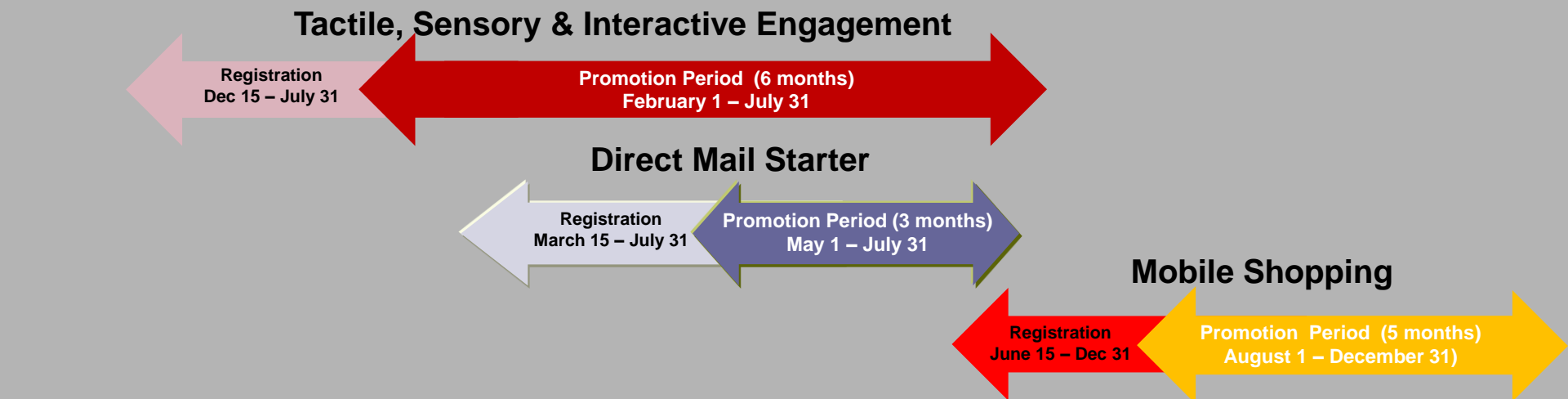
## FIRST-CLASS MAIL



## USPS MARKETING MAIL AND FIRST-CLASS MAIL



## USPS MARKETING MAIL



## Earned Value

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



**Registration Period:** November 15 through December 31, 2016

**Promotion Period:** January 1 through June 30, 2017

**Eligible Mail:** Business Reply Mail, Courtesy Reply Mail, and **Share Mail cards and letters**

**Acceptance Period for Credits:**  
Quarter 1 January 1 through March 31, 2017  
Quarter 2 April 1 through June 30, 2017

## Earned Value

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



**Earned Value Credits:**

***\$0.05 per BRM, CRM, and Share Mail pieces counted based on their enrolled MID's***

**The credits will be released when the mailer agrees to their volumes after the end of each quarter. The volumes must be accepted by September 15, 2017; otherwise the credits will be forfeited.**

**Expiration Date for Credits: December 31, 2017**

## Tactile, Sensory & Interactive Engagement

Encourage marketers to adopt advanced techniques on their mailpieces in order to drive customer engagement and response rates



**Registration Period:** December 15, 2016 through July 31, 2017

**Promotion Period:** February 1 through July 31, 2017

**Discount Amount:** 2% of eligible postage

**Eligible Mail:** USPS Marketing Mail letters and flats  
Nonprofit USPS Marketing Mail letters and flats



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

**Only one promotion discount can be applied to any one mailing.**

## Tactile, Sensory & Interactive Engagement

Encourage marketers to adopt advanced techniques on their mailpieces in order to drive customer engagement and response rates



***Inks May Include:*** *Conductive Inks, Leuco Dyes, Hydrochromics, and Photochromics*

***Textural:*** paper surfaces may be coated, laminated, or made of unique materials (ex: “turf” paper, sandpaper, velvet finish, fuzzy touch, etc)

- Scented: paper infused with scent (ex: catnip, fresh bread)
- Sound: paper that incorporates sound chip/speakers (ex: car sound)
- Visual: special effects with filters, holographics, lenticular

***Interactive Mailpieces:*** 3-Dimensional, pop-ups, infinite folding, etc.



## Emerging and Advanced Technology

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



**Registration Period:** January 15 through August 31, 2017

**Promotion Period:** March 1 through August 31, 2017

**Discount Amount:** 2% of eligible postage

**Eligible Mail:** First-Class Mail presort and automation letters, cards, and flats  
USPS Marketing Mail letters and flats  
Nonprofit USPS Marketing Mail letters and flats

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

*Only one promotion discount can be applied to any one mailing.*

## Emerging and Advanced Technology

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



- **Virtual Reality (VR)** is as a computer technology that creates replicas of an environment, real or simulated, that includes a user's physical presence to allow for user interaction. Virtual realities artificially create sensory experiences, which can include sight, touch and sound.
- **Digital to Direct Mail** starts with digital behavior to dynamically create a customized/targeted mailpiece. Instead of the physical mailpiece launching a digital experience, the digital experience generates a mailpiece.
- **Near Field Communication** is a set of technology that enables smartphones and other devices to establish radio communication with each other by touching the devices together or bringing them into proximity.



## Emerging and Advanced Technology

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



- **Bluetooth Low Energy (BLE)/Beacon Technology** is the use of low energy Bluetooth devices that broadcast an identifier to nearby mobile and electronic devices.
- **“Enhanced” Augmented Reality (AR)** is a live direct or indirect view of a physical, real-world environment whose elements are *augmented* (or supplemented) by computer-generated 2D/3D overlays in real time.
- **Video in Print (ViP)** is video advertising that integrated into a printed piece that is featured in print catalogs and/or mailpieces.

**NEW**

## Direct Mail Starter Promotion

Encourage small and medium first time promotion mailers to participate in integrating mail with mobile technology



**Registration Period:** March 15 through August 31, 2017

**Promotion Period:** May 1 through July 31, 2017

**Discount Amount:** *5% of eligible postage*

**Eligible Mail:** USPS Marketing Mail letters and flats  
Nonprofit USPS Marketing Mail letters and flats

**Mailpiece Limit:** 10,000 mailpieces during the length of the promotion

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

**NEW**

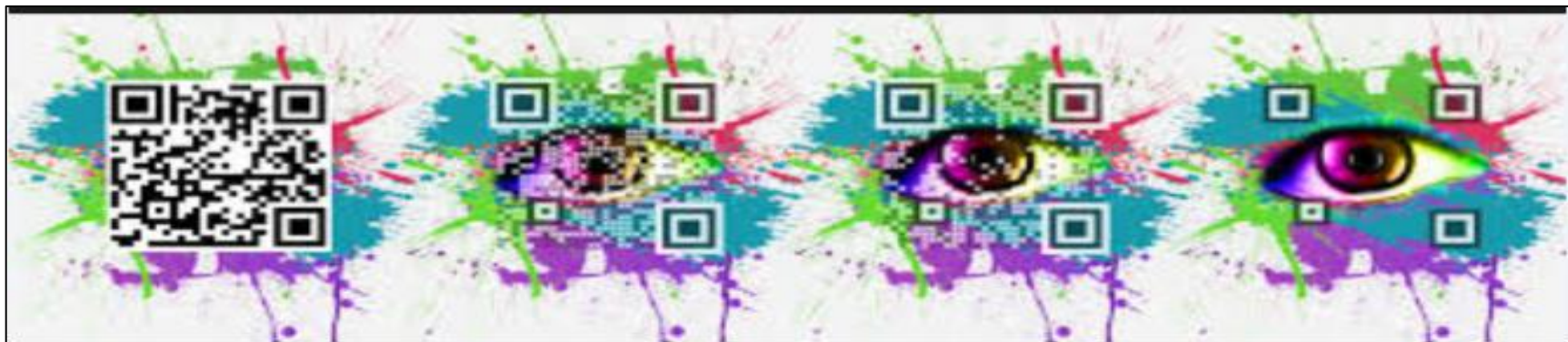
## Direct Mail Starter Promotion

Encourage small and medium first time promotion mailers to participate in integrating mail with mobile technology



### ***Participation Option 1:*** QR Code and Print/Mobile Technology 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 complete mobile optimized website.



**NEW**

## Direct Mail Starter Promotion

Encourage small and medium first time promotion mailers to participate in integrating mail with mobile technology



### ***Participation Option 2:*** Mail Scanning/Tracking Technology Requirement

This technology uses an automated mail tracking system that incorporates barcode scanning technology to track mailings through the USPS system. Contact the Program Office for review and approval.



## Personalized Color Transpromo Promotion

Encourage FCM mailers to use color messaging in their bills or statements



**Registration Period:** May 15 through December 31, 2017

**Promotion Period:** July 1 – December 31, 2017

**Discount Amount:** 2% of eligible postage

**Eligible Mail:** First-Class Mail commercial letters  
(sent in IMb full-service mailings)

**Previous Participants:** Color Requirements  
Personalization Requirements

**New Participants:** *Color Requirements Only*

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

## Personalized Color Transpromo Promotion

Encourage FCM mailers to use color messaging in their bills or statements

### 2016 Personalized Color Transpromo Promotion Best Practices

 Any Credit Card Company

**1** This Month's Statement  
 New Balance.....\$4,629.84  
 Current Payment Due.....\$25.00  
 Payment Due Date.....4/01/16

Hi, **Jane Doe!** **2**

Based on your transactions, you went to FRUGAL CINEMAS once and you subscribed to Netflix. Here are some new films this month and a coupon for a free large popcorn at FRUGAL CINEMAS Gallery Place 14.



**3**  
**FREE LARGE POPCORN**  
**Exp. 4/01**  
Only Available at FRUGAL CINEMAS Gallery Place 14

- 1** Bright colors to draw the reader in.
- 2** Personalized details that are unique to the reader.
- 3** Call-to-action



# Acceptable sample mailpiece

#### What Our Customers Say

"Our experience... with USPS Color Promotions has changed our behavior when creating marketing messages to include on our customer communications. It encouraged us to review stagnant creative... (and) develop contemporary marketing offers that align and compliment our national advertising spots."  
*Representative of Fortune 500 Insurance Company*

## Personalized Color Transpromo Promotion

Encourage FCM mailers to use color messaging in their bills or statements

Smith Submetering, Inc  
c/o Pleasantville Townhomes  
PO BOX 123456  
Anytown, US 56789-1234  
123 Main Street

**1**

John Doe  
123 Main Street  
Anytown, US 12345

**Smith Submetering**  
.....

Your password for online bill pay is:  
3456789

SERVICE ADDRESS		ACCOUNT NUMBER				BILL DATE	DUE DATE
123 Main Street		010101				10/25/2013	11/19/2013
DESCRIPTION	PREVIOUS 9/1/2013	CURRENT 9/30/2013	MULT	USAGE	UM	RATE	AMOUNT
Previous Balance							\$64.17
Convenience Fee							\$1.00
Payment 09/26/13							(\$65.17)
Water/Sewer				1383.68	Gal		\$17.45
Electric				386.68	KWH		\$31.53
Gas				4.70	CCF		\$4.24
Trash				0.00	Fixed		\$4.50
Admin Fee				0.00	Fixed		\$8.46
<b>TOTAL DUE</b>							<b>\$66.18</b>

**2** THIS IS NOT A VALID PAYMENT COUPON  
If payment and have lost your original bill, please contact SSI for a replacement.  
If you wish to use the online bill paying facility at  
[www.smithsubmetering.com](http://www.smithsubmetering.com)  
Your account number and password can be found above.



***Unacceptable  
sample mailpiece***

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

## Mobile Shopping



Encourage customers to adopt and invest in technologies that enhance how consumers interact and engage with mail. This promotion engages in online shopping activities launched by using mobile technology, like a QR code, to scan a mailpiece.

**Registration Period:** June 15 through December 31, 2017

**Promotion Period:** August 1 – December 31, 2017

**Discount Amount:** 2% of eligible postage

**Eligible Mail:** USPS Marketing Mail letters and flats  
Nonprofit USPS Marketing Mail letters  
and flats

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

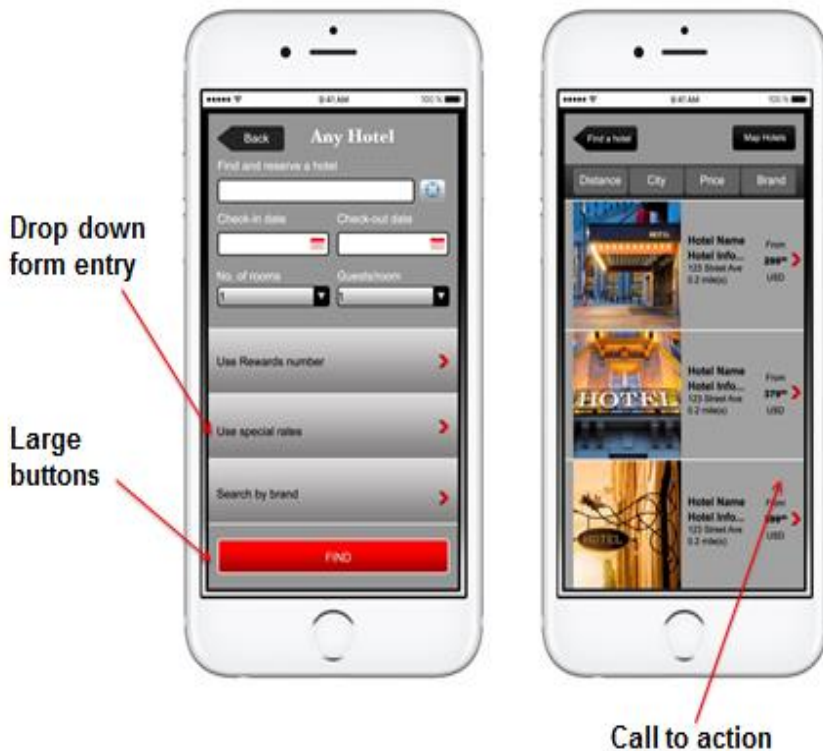


## Mobile Shopping

Directional Copy and Mobile Optimization are requirements to qualify for the promotion. Directional Copy is print near the technology that informs the customer to “Scan Here”, “Scan for special offer”, etc.



### Mobile Optimized Sites



#### Copy

**Keep it short:** traditional webpages have 250-400 words, on a mobile device only the first 80-90 are visible on the screen.

**Use readable font:** it should be slightly larger than the font size used for desktop viewing, and **kept simple** font to ensure compatibility across devices

**Make it action oriented:** use headings to break up blocks text so users can easily find what they're looking for, as they often have a specific piece of information or task in mind, and will scroll through pages quickly

## Mobile Shopping

Encourage customers to adopt and invest in technologies that enhance how consumers interact and engage with mail.



### Non Mobile Optimized Sites

Do not qualify for the promotion



Large block of text, no headers

Requires scrolling

#### Navigation & Design

**Use hierarchy, menus and drop downs:** these help avoid scrolling, get users to their goal quicker, and avoid time consuming typing

**Consider page orientation:** the design needs to work in both vertical and horizontal orientation

**Include strong calls to action:** the more prominent, the better – mobile websites can be good conversion tools if well designed

**Avoid accidental clicks:** design should be “thumb-friendly” with sufficient space between large buttons, avoiding frustrating navigation errors

#### Back-end

**Make it compatible:** mobile sites need to be browser-independent, avoid elements like Flash that may not work on many devices, and take advantage of native content

**Constantly evolve:** use analytics tracking to understand what people are actually using your site for, and make that content easiest to access.

## Registration Process

### 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

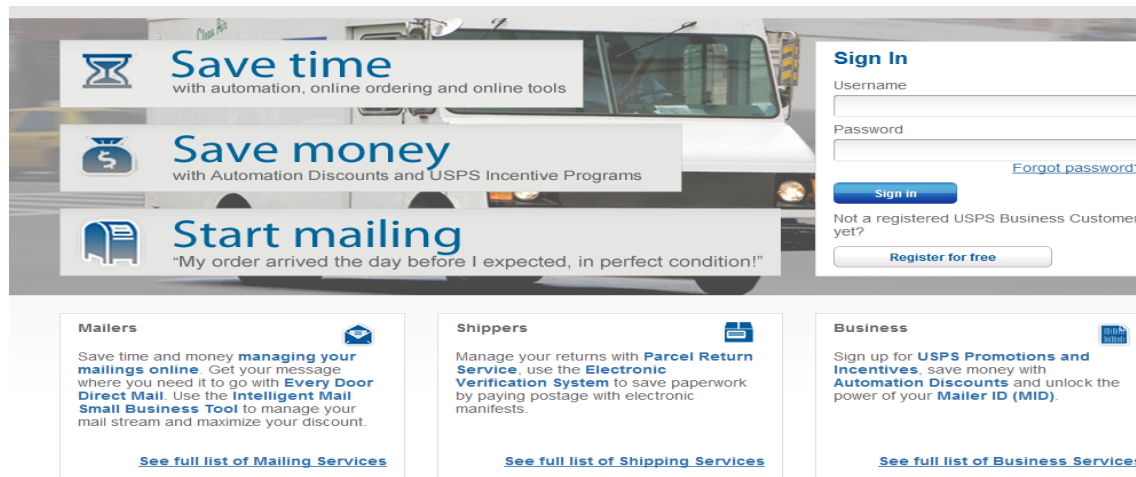
\*Specific requirements require pre-approval as described in the Program Requirements

### Discount

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

## Registration Process

- 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 (This does not include the Earned Value Promotion)
  - 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 USPS Business Customer Gateway homepage. At the top, there are three main 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!'". To the right of these banners is a "Sign In" section with fields for "Username" and "Password", a "Sign in" button, and a "Forgot password?" link. Below the "Sign In" section, there is a "Register for free" button and a note: "Not a registered USPS Business Customer yet?". At the bottom of the page, there are three service categories: "Mailers" (managing mailings online, Every Door Direct Mail, Intelligent Mail, Small Business Tool), "Shippers" (Parcel Return Service, Electronic Verification System), and "Business" (USPS Promotions and Incentives, Mailer ID (MID)). Each category has a "See full list of [Service] Services" link.

## Individual Email Addresses For Promotions

Program Office: Earned Value

Email: [earnedvalue@usps.gov](mailto:earnedvalue@usps.gov)

Program Office: Tactile Sensory & Interactive Engagement

Email: [tactilesensorypromo@usps.gov](mailto:tactilesensorypromo@usps.gov)

Program Office: Emerging and Advanced Technology

Email: [emergingtechpromo@usps.gov](mailto:emergingtechpromo@usps.gov)

Program Office: Direct Mail Starter

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

Program Office: Personalized Color Transpromo

Email: [fcmcolorpromotion@usps.gov](mailto:fcmcolorpromotion@usps.gov)

Program Office: Mobile Shopping Promotion

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



## Additional Information

### 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)

### Irresistible Mail



<http://www.irresistiblemail.com/#/>



Here to help



