

2016 Promotions Update

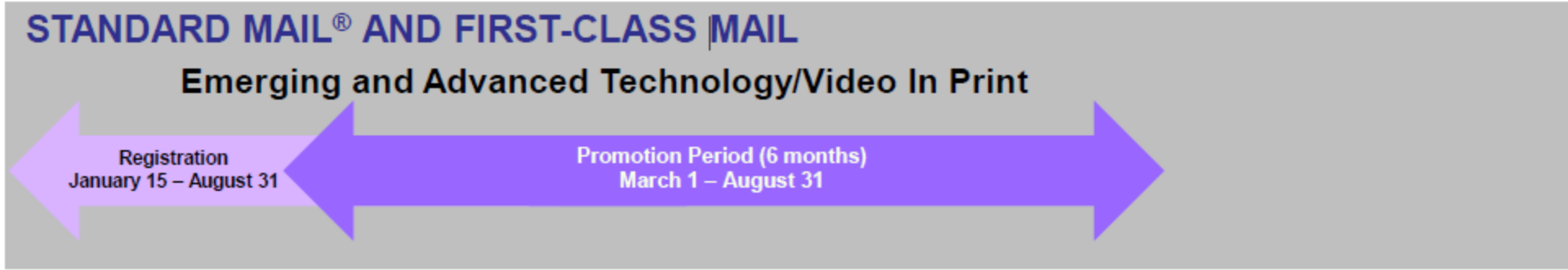
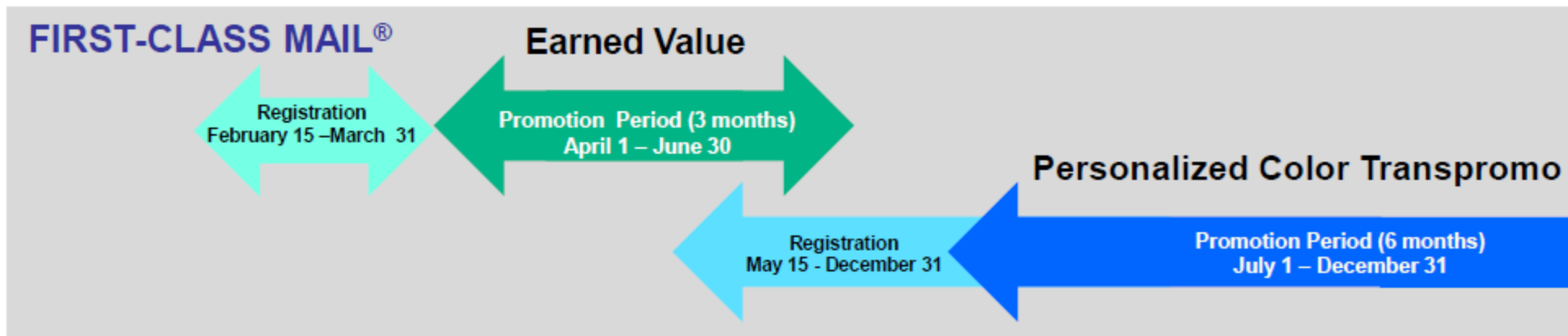
Agenda

- **Introduction**
- **PRC Ruling**
- **2016 Promotions Calendar**
- **Individual Promotions**
- **Follow-up**
- **Questions**



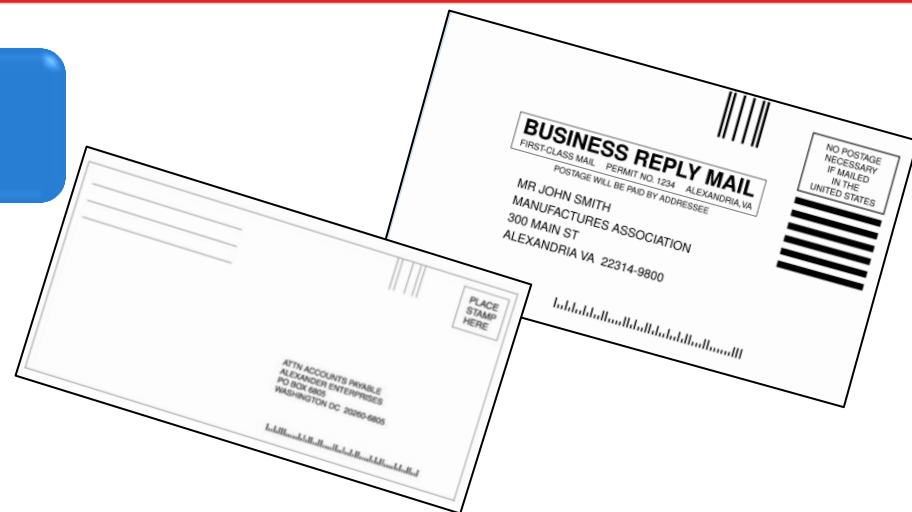
As of December 1

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



Earned Value

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



Registration Period: February 15 through March 31, 2016

Promotion Period: April 1 through June 30, 2016

Eligible Mail: Business Reply Mail and Courtesy Reply Mail

Acceptance Period for Credits: The credits will be released when the mailer agrees to their volumes after the promotion ends. The volumes must be accepted by September 15, 2016; otherwise the credits will be forfeited.

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.

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/mailingpromotions/documents/tech_guides/2016EarnedValuePromotion.pdf

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. To learn more please review promotion requirements at:
https://ribbs.usps.gov/mailingpromotions/documents/tech_guides/2016ColorTranspromoPromotion.pdf



Emerging and Advanced Technology

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

Registration Period: January 15 through August 31, 2016

Promotion Period: March 1 through August 31, 2016

Discount: Upfront 2% postage discount

Eligible Mail: First-Class Mail presort and automation letters, cards, and flats

Standard Mail letters and flats

Nonprofit Standard Mail letters and flats



Emerging and Advanced Technology

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

Eligible mailpieces can incorporate:

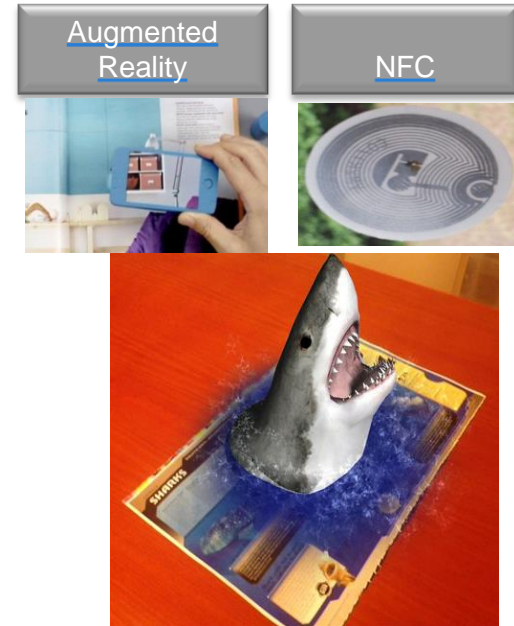
- NFC technology
- “Enhanced” Augmented Reality experiences,

New this year!

- Video in Print
- iBeacon/Beacon Technology.
- A/B testing option

Program Requirements available at:

https://ribbs.usps.gov/mailingpromotions/documents/tech_guides/2016EmergingandAdvancedTechnologyPromotion.pdf



Tactile, Sensory & Interactive Mailpiece Engagement

This year a new promotion was added solely for advances in paper, ink and interactive mailpiece elements to provide marketers exciting new ways to enhance customer engagement opportunities

Registration Period: January 15 through August 31, 2016

Promotion Period: March 1 through August 31, 2016

Discount: 2 percent per eligible mailpiece

Eligible Mail: Standard Mail letters and flats

Nonprofit Standard Mail letters and flats

The engagement can be achieved through the innovative use of specialty inks, sensory elements, textural papers, and the use of folds or other dimensional elements that the recipient can interact with and manipulate on the mailpiece. Samples must be approved prior to mailing to qualify for this promotion. To learn more see the Program Requirements available at

https://ribbs.usps.gov/mailingpromotions/documents/tech_guides/2016TactileSensoryInteractivePromotion.pdf



Tactile, Sensory & Interactive Mailpiece Engagement



Inks may include:

- Conductive inks*: become part of a circuit and activate a device
- Leuco Dyes*: change color with variations in temperature
- Hydrochromics*: change color upon contact with liquid
- Photochromics*: change color with UV light exposure



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.

Mobile Shopping



Promotes use of technology platforms such as Quick Response (QR) Codes, Snap Tags, Watermarks and other advanced technologies that enables the customers to go from the mailpiece directly to an online shopping experience.

- **Registration Period:** May 15 – December 31
- **Program Period:** July 1 – December 31
- **Eligible Mail:** Standard Mail letters and flats / Nonprofit Standard Mail letters and flats
- **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. To learn more please review promotion requirements at:
https://ribbs.usps.gov/mailingpromotions/documents/tech_guides/2016MobileShoppingPromotion.pdf

Follow-up

- Promotions RIBBS URL
<https://ribbs.usps.gov/index.cfm?page=mailingpromotions>
- Individual Promotion emailboxes
 - E & A Tech/Mobile Shopping - Mailingpromotions@usps.gov
 - Earned Value – Earnedvalue@usps.gov
 - Personalized ColorTranspromo – FCMColorPromotion@usps.gov
 - Tactile, Sensory & Interactive - tactilesensorypromo@usps.gov
- Do you have customers with great samples of mailpieces from the 2015 Promotions
- 2015 Promotion surveys
- 2017 Promotion Suggestion Forms



