

2016 TACTILE, SENSORY AND INTERACTIVE MAILPIECE ENGAGEMENT PROMOTION

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2016 TACTILE, SENSORY AND INTERACTIVE ENGAGEMENT PROMOTION PROGRAM REQUIREMENTS

I. BACKGROUND

The Tactile, Sensory & Interactive Mailpiece Engagement promotion builds on our successes from the 2015 Emerging and Advanced Technology promotion and leverages some of the latest technological advances within the print industry that encouraged sensory engagement. As a result of the popularity and recognition of these physical components, a separate promotion has been added to the 2016 promotions calendar.

The print industry has been actively innovative not only in print production equipment, but the fundamental elements of the mail itself through developments in papers/stocks, substrates, finishing techniques and inks. These elements can be incorporated to engage a multi-sensory experience through special visual effects, sound, scent, texture/tactile treatments, and even taste! In addition, interactive mailpiece features (such as pop-ups, infinite folds, or other dimensional treatments) can also help drive customer engagement. Neuroscience and neuromarketing research supports the potentially significant impact on brand recognition and message recall when marketing materials engage tactile experiences and/or additional senses. By leveraging the physical aspects of the mailpiece as well as the advances in print technology, marketers and mailers can enhance how consumers interact and engage with mail.

II. PROGRAM DESCRIPTION

This promotion encourages mailers to adopt advanced techniques on their mailpieces in order to drive customer engagement and response rates.

There are three featured categories in this promotion:

- Specialty inks
- Specialty paper
- Interactive elements on envelope and/or mailpiece content

Registration Period: January 15 - August 31, 2016

Program Period: March 1 - August 31, 2016

Discount Amount: 2% of eligible postage. The discount is calculated in *PostalOne!*[®] and applied to the postage statement at the time of mailing. The 2% discount is deducted from the postage amounts of qualifying product categories that are paid at the time of mailing. Normal postage prices listed in the published Price List (Notice 123) apply to the mailing and the discount is applied to those prices.

Eligible Mail: Standard Mail[®] letters and flats
Nonprofit Standard Mail letters and flats

Ineligible Mail: First-Class Mail[®] presort & automation letters, cards & flats
Periodicals
Bound Printed Matter
Media Mail

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III. ELIGIBILITY REQUIREMENTS

Past acceptance/approval in prior year promotions does not guarantee acceptance/approval in current year promotions. Please review the current year Program Requirements document to ensure that the mailpiece meets all requirements.

A. MAILPIECE CONTENT REQUIREMENTS

All sample mailpieces must be sent to the program office for review and approval no later than one week prior to the first mailing. Each mailpiece sample is reviewed individually. Therefore, approval on any one mailpiece does not guarantee approval on future pieces. The Promotions Office responds to all inquiries within 2-3 business days upon receipt of samples to the PO Box. (For additional sample instructions please see Mailpiece Sample Pre-Verification Requirements on page 5)

The elements which create tactile, sensory and interactive engagement can be categorized into specialty inks, specialty papers and other interactive features. Applying these techniques to the content of the mailpiece is equally important to drive response rates. We encourage participants to apply these techniques to both the envelope and contents in order to maximize results. The mailpiece can incorporate one or more of the features (or any combination) on the outside of the envelope, on the contents or both. The envelope must meet automation compatibility requirements.

Specialty Inks:

The specialty inks must enhance the engagement and value of the mailpiece. Unique properties of the specialty ink must be visible and distinguishable on paper.

These inks may include but are not limited to:

- *Conductive inks:* Inks with metallic components are used to print a circuit and inserts that can be used to activate an electronic device. These inks contain metals such as copper, and are printed onto paper and substrates like any other ink. Printed components can include elements such as tiny, flexible batteries that power the printed circuits. Users press a “button” to close the circuit, and can activate other devices, such as lights, sound chips, or other electronic sensors and components.
- *Leuco Dyes/Thermochromic:* Heat sensitive dyes or inks change color in variation in temperature
- *Photochromics:* Changes color with UV light exposure
- *Optically Variable Ink:* Contains metallic materials that change appearance when viewed from different angles
- *Metallic Ink-* Metallic ink is a varnish or vehicle containing metallic particles. Common metals used to manufacture metallic ink include copper, aluminum, bronze or zinc. When metallic ink is printed and left to dry, the metallic particles rise to the surface, reflecting light and creating a metallic sheen
- *Piezochromic:* Change appearance under pressure
- *Hydro chromic:* Changes appearance when exposed to water or liquids
- *Clear Ink:* Clear toner added as the fifth “color” in the typical CMYK printing processes. Used to, for example, highlight images; create artistic effects like patterns or watermarks, or to generate other security features.

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Note: If the specialty ink used looks like a photo and is not distinguishable by the qualities of the ink application used, it does not qualify for the promotion.

If you have other specialty inks you would like to consider outside of the categories listed above, please contact the Program Office at tactilesensorypromo@usps.gov

Specialty Papers:

There are a variety of paper substrates that lend themselves to the incorporation of unique features that can trigger sensory engagements. A mailpiece with these features can create stronger user engagement and potentially greater response and return on investment.

The specialty paper must have one or more of the features (or combination) below.

Scent, sound and taste: The use of these features must be connected to the marketing message of the mailpiece.

- *Scent:* Paper infused with scent (ex: catnip, fresh bread), microencapsulated scents
- *Sound:* Paper that incorporates sound chip/speakers (ex: motorcycle engine sound)
- *Taste:* Paper that incorporates edible components (ex: rice paper, potato paper, tea)

Visual and Textural: These features must be in support of the mailer's brand persona.

- *Visual:* Paper that incorporates special effects (ex: filters, holographic, lenticular)
- *Textural:* Paper that incorporates textural treatments that can be sensed by touch alone. Paper surfaces may be laminated, coated, or made of unique materials or incorporate techniques such as embossing or other surface treatments (ex: sandpaper, soft/velvet touch, UV finishes)

Note: Scratch-off, borders, reveals, die-cuts and detachables, zip-strip opening mechanisms for envelopes alone do not qualify for the promotion.

The specialty paper used must be distinguishable by the physical characteristics of the paper and/or the techniques used to qualify for the promotion.

If you have other specialty paper you would like to consider outside of the categories listed above, please contact the Program Office at tactilesensorypromo@usps.gov

Interactive mailpieces:

The interactive mailpieces must include an experience that engages the customer and adds dynamic effects in the use of folds and other dimensional enhancements. To qualify, construction of the folds must include more than simple folds such as half folds, tri-folds, gate folds, or accordion folds. The mailpiece must include elements that the user can physically manipulate (i.e., twist, spin, dial or bend). The mailpieces may include but are not limited to:

- *3-Dimensional*
- *Pop-ups*
- *Infinite folding*

If you have other interactive techniques you would like to consider outside of the categories listed above, please contact the Program Office at tactilesensorypromo@usps.gov

Explore the USPS innovation gallery for more ideas and sample of the engagement techniques that are part of this promotion:

- Specialty Paper: <http://www.irresistiblemail.com/#/formats>
- Textures: <http://www.irresistiblemail.com/#/textures>

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B. MAILPIECE SAMPLE PRE-VERIFICATION REQUIREMENTS

Any mailpieces participating in the Tactile, Sensory and Interactive Mailpiece Engagement Promotion **must** be submitted to the Program Office for review and approval no later than one week prior to the first mailing. Prototypes, mock-up samples, previous use case samples, etc. can be submitted for review, but the actual mailpiece sample must be presented to the Program Office one week prior to mailing for final review/approval. When submitting the mailpiece sample, please include the name of the promotion and the specialty element, technique or feature of mailpiece sample that is being submitted for review and approval. Each mailpiece sample is reviewed individually. Approval of any one mailpiece does not guarantee approval of future pieces. The Program Office responds to all inquiries within 2-3 business days upon receipt of samples. We encourage you to contact the Program Office early in the mail design process with any questions.

Please submit samples to:

US Postal Service
Attn: Tactile, Sensory and Interactive Mailpiece Promotion
PO Box 23282
Washington, DC 20026-3282

FedEx and UPS do not deliver to PO Box addresses. To ensure delivery to the Program Office, please use Postal products or services.

C. REGISTRATION REQUIREMENTS

Participants and/or Mail Service Providers (MSPs) must register on the Business Customer Gateway (BCG) via the Incentive Program Service (gateway.usps.com). Promotion participants must complete their registration (including agreeing to the promotion terms) at least 2 hours prior to presenting the first qualifying mailing and specify which permits and CRIDs will be participating in the promotion. The USPS Promotions & Incentives Program Office recommends that mailers register several days in advance of the first qualifying mailing.

****As part of the terms of participation, all mail owners must complete a survey about their participation in the promotion at the end of the promotion period.*

A user guide for enrollment is available on our RIBBS pages at:
https://ribbs.usps.gov/maillingpromotions/documents/tech_guides/IncentiveProgramsEnrollmentGuide.pdf.

D. MAILING SUBMISSION REQUIREMENTS

THE DISCOUNT MUST BE CLAIMED AT THE TIME OF MAILING AND CANNOT BE REBATED AT A LATER DATE.

Documentation/Postage Statement

Mailings must be submitted electronically via Mail.dat and Mail.XML or Postal Wizard. Mailings that are prepared and entered by an entity other than the mail owner must indicate the owner's identity in the electronic documentation ("eDoc"). The eDoc must identify the mail owner and mail preparer in the By/For fields by Customer Registration ID (CRID), Mailer ID (MID) or Permit number.

To claim the discount for mailings submitted via Mail.dat or Mail.XML, the Component Characteristics Record (CCR) file should be populated with the two digit **characteristic "SS"** for the 2016 Tactile, Sensory and Interactive Engagement Promotion.

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Participating mailers will be required to affirmatively claim this promotion in the “Incentive Claimed” section on electronic postage statement submissions certifying each mailpiece meets all eligibility requirements.

Combined and Commingled Mailings

In a commingled, combined or co-mailing, separate postage statements must be used for mailpieces not meeting promotion requirements.

Standard Mail commingled, combined, and co-mail mailings (including MLOCR mailings) may only qualify for the promotion if:

- All of the pieces commingled in the mailing meet program requirements, or;
- The mailings include multiple clients (or versions) but have separate postage statements generated for the mailpieces that participate in this promotion.

NOTE: Mail must be tendered for acceptance during the promotion period, March 1 – August 31, 2016. All promotion eligible mailings must be accepted and entered in PostalOne! no earlier than 12:00:00AM on 03/01/2016 and no later than 11:59:59 PM on 08/31/2016 (the last day of the promotion).

If PostalOne! issues arise during the promotion period which prevents the timely finalization of Postage Statements in PostalOne! please follow the instructions illustrated in the PostalOne! External Contingency Plan:

https://ribbs.usps.gov/intelligentmail_latestnews/documents/tech_guides/PostalOneExternalContingencyPlan.pdf

Mailing Date

Mail must be tendered for acceptance during the promotion period, March 1 – August 31, 2016. Plant-Verified Drop Shipment (PVDS) mailings that are verified and paid for during the promotion period and qualify for the promotion will be accepted at destination entry postal facilities through September 15, 2016 (PS Form 8125). A PVDS mailing that qualifies for the promotion cannot have verification or the actual drop ship occur prior to March 1, 2016. Any qualifying mailing that is accepted and paid for prior to March 1, 2016 is not eligible for the promotion discount.

Postage Payment Method

Postage must be paid using a Permit Imprint or Precanceled Stamp permit. Some Meter Permit mailings may qualify. Every Door Direct Mail (EDDM) deposited at a Business Mail Entry Unit may qualify, but EDDM Retail mailings taken to local Post Office retail units are ineligible to participate.

Meter Mail/Precanceled Payment Option

Meter mailers who wish to claim the incentive must affix the appropriate reduced promotion amounts listed in the table below. Mailers must select the appropriate Postage Affixed Method option as follows:

- If mailer is eligible for VAR/CVAR Meter Mail, all options are available (Lowest, Correct and Neither)
- NonVAR/CVAR Meter Mail: only “Neither” is an option
- Precanceled: Only “Neither” is an option

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Any net postage due for the mailing must be paid from an advanced deposit (permit) account.

Processing Category	Incentive Postage Amount Affixed
Standard Mail Regular Auto/PRSRT/CR Letters	0.12
Standard Mail Regular Auto/PRSRT/CR Flats	0.13
Standard Mail Nonprofit Auto/PRSRT/CR Letters	0.05
Standard Mail Nonprofit Auto/PRSRT/CR Flats	0.06

All existing requirements around mail preparation and acceptance as they are described in the Domestic Mail Manual (DMM) remain in place. Please refer to http://pe.usps.gov/text/dmm300/dmm300_landing.htm for more information.

E. REQUIREMENTS AT MAIL ACCEPTANCE AND POST-MAILING

The mailer must provide a hard copy, unaddressed full sample of the mailpiece claiming the promotion discount to the Business Mail Entry Unit (BMEU)/acceptance clerk. If a mailing agent submits promotional mailings from multiple mailers, a hard copy sample of each mailer's mailpiece must be presented. Addressed samples will not be accepted. All mailings are subject to standard acceptance and verification procedures.

Post Mailing Requirements: The Program Office will review sample mailpieces collected at BMEUs to verify that submissions meet program requirements. The Postal Service reserves the right to pursue a revenue deficiency for mailings that do not meet all program requirements, to un-enroll, the mailer from the program or restrict participation in future promotions. Additionally, all mailers who receive the discount must retain a hard copy sample of the mailpiece until November 30, 2016, and if requested by the Postal Service, must forward such sample to the Promotion Program Office.

- If a mailing agent submits promotional mailings from multiple mailers, a hard copy sample of each mailer's mailpiece must be retained.

Multi-mail piece / marriage mailers: The main purpose of the mailpiece and / or marketing message must be enhanced by the technology used. The technology and direction copy must be prominently located to ensure the recipient knows whether and how to engage with the technology.

IV. TECHNICAL INFORMATION

To claim the discount for mailings submitted via Mail.dat or Mail.XML, the Component Characteristics Record (CCR) file should be populated with the **two digit characteristic "SS"** for the 2016 Tactile, Sensory and Interactive Mailpiece Engagement promotion.

For further technical information, please refer to the Technical Specifications on RIBBS: <https://ribbs.usps.gov/index.cfm?page=intellmailguides>

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V. PROGRAM OFFICE CONTACT INFORMATION

Email: When submitting inquiries to the program office, please include the name of the promotion and description of special technique for the mailpiece:

PO Box: When submitting the mailpiece sample, please include the sender's contact information, promotion name and the specialty element, technique or feature of mailpiece sample that is being submitted for review and approval.

Further questions can be directed to the Program Office.

Email: tactilesendorypromo@usps.gov

Facsimile: 202-268-0238

Mail: US Postal Service
Attn: Tactile, Sensory and Interactive Promotion
PO Box 23282
Washington, DC 20026-3282

The Program Office responds to all inquiries within 2-3 business days upon receipt of samples.

FedEx and UPS do not deliver to PO Box addresses. To ensure delivery to the Program Office, please use Postal products or services.

Information and resources will also be posted online at: <https://ribbs.usps.gov/mailingpromotions>