

United States Postal Service®

INDUSTRYALERT

December 19, 2023

2024 Promotions Webinars - Personalized Color Transpromo and Tactile, Sensory & Interactive Promotion

The webinar for the Personalized Color Transpromo and Tactile, Sensory & Interactive promotions are scheduled for Thursday December 21 at 3:00PM EST. The webinar will begin with Personalized Color Transpromo, followed by the Tactile, Sensory & Interactive promotion at 3:30PM EST. The presentation will address requirements for eligibility, key dates, and recent updates made to both promotions.

To access the webinar, please utilize the link below:

<https://usps.zoomgov.com/j/1609210456?pwd=cEZPWdNvSEISK2tXL0JhSVZaU3I4QT09>

The webinar will be recorded and posted on [PostalPro](#) for convenience within 48 hours.

Registration for both promotions opened on December 15, 2023, and will remain open until July 31, 2024. The Promotion Period runs from February 1, 2024, to July 31, 2024. Samples for both promotions will be reviewed starting December 15, 2023. More information forthcoming on where to mail physical samples for Tactile Sensory.

The Personalized Color Transpromo Promotion encourages mailers to highlight marketing messages using color, dynamic variable print, and personalization. Color messaging incorporated in bills and statements enhances the value of First-Class Mail® pieces by fostering a better connection and response from consumers. The promotion further engages with customers by utilizing a reply mechanism (BRM/CRM) and collecting responses.

The Tactile, Sensory & Interactive Promotion helps mailers leverage interactive and multi-sensory techniques to creatively engage their customers through mail. Participants can use specialty inks, interactive elements, and more to create mailpiece.

Thursday, December 21, 2023

- 3:00-3:30pm EST: Personalized Color Transpromo
- 3:30-4:00pm EST: Tactile, Sensory & Interactive

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