
2018 Holiday Campaign

2018 HOLIDAY MARKETING CAMPAIGN

Campaign Elements

- Mid Oct – Banner Ads
- Late Oct – Social Influencers
- Early Nov – Direct Mail & Email
- Early Nov – Retail
- Nov 1– Digital Landing Page
- Nov 1 – Print
- Nov 5 - Radio
- Nov 9 – Commercials
- Nov 12 – Internal Communications to Employees
- Nov 12 – Social Media (Twitter, Instagram, Facebook)
- Nov 19 – Spanish Language Commercial
- Nov 26 – Spanish Language Banner Ads
- Nov 26 – Spanish Language Radio
- Nov 26 – Spanish Language Social Media
- Late Nov – Shipping App
- Dec 3 – Operation Santa



- Direct Mail
- 105 million pieces to homes across the country
 - Promoting Informed Delivery
 - Launches into rich content campaign



- Operation Santa
- 106 year program
 - Digital expansion into 7 sites



- Internal Communications
- Mangers kit
 - Interactive microsite with gamification



- Commercials – General Market
- :45 second
 - :30 second
 - :15 second
 - :06 second (Facebook)
- Hispanic
- :30 second
 - :15 second
 - :06 second (Facebook)



- Retail – 31,000 Offices
- Menu Boards
 - Clings

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[DIRECT MAIL & EMAIL](#) [OPERATION SANTA](#) [VIDEO](#) [INFLUENCER](#) [DIGITAL LANDING PAGES](#) [PRINT](#) [SOCIAL MEDIA](#) [DISPLAY MEDIA](#) [RADIO](#)
[SPANISH LANGUAGE DISPLAY](#) [SPANISH LANGUAGE RADIO](#) [SPANISH LANGUAGE SOCIAL](#) [SPANISH LANGUAGE VIDEO](#) [PAID SEARCH](#)
[INTERNAL COMMUNICATIONS](#) [RETAIL](#) [SHIPPING APP](#)

USPS Holiday

The United States Postal Service delivers the holidays as only we can during this important time of year. Whether sending greeting cards or shipping gifts, we're reminding America that nobody makes more holiday moments happen than USPS.

Please use the above navigation bar to see the full program details.