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December 2, 2022

2023 Promotions Webinar – Personalized Color Transpromo and Tactile, Sensory & Interactive

The webinar for both the Personalized Color Transpromo and Tactile, Sensory & Interactive promotion is scheduled for Friday, December 9 at 1:00PM EST. Information on the Personalized Color Transpromo will be presented first, followed by the Tactile, Sensory & Interactive promotion around 1:45PM EST. Content of the webinar will include requirements for eligibility, key dates, and changes made to both promotions.

To access the webinar, please utilize the link below: https://usps.zoomgov.com/j/1612788336?pwd=V3F4RGNRVTFjYXU2bWpjNHE5WmlNdz09

The webinar will be recorded and posted on <u>PostalPro</u> for convenience.

Promotion registration for both promotions begins on January 9, 2023 and will remain open until July 31, 2023. The Promotion Period runs from February 1, 2023, to July 31, 2023. Samples for both promotions will be reviewed starting December 15, 2022.

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. Further engage with customers by utilizing a reply mechanism (BRM/CRM) and collecting responses.

The Tactile, Sensory & Interactive Promotion helps mailers leverage their creativity to make engaging mail. Participants can craft an interactive multi-sensory experience with specialty inks, interactive elements, and more to make an unforgettable mailpiece.

Friday, December 9th

- 1:00-1:30pm EST: Personalized Color Transpromo
- 1:45-2:15pm EST: Tactile, Sensory & Interactive

https://usps.zoomgov.com/j/1612788336?pwd=V3F4RGNRVTFjYXU2bWpjNHE5WmlNdz09

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