

2020 Promotions Overview

Emerging & Advanced Technology

January 23, 2020

The 2020 Emerging and Advanced Technology promotion continues to build on the engagement strategies of past promotions. To demonstrate that direct mail continues to be a relevant part of the marketing mix and has the potential to offer greater value, the Postal Service is encouraging marketers, advertisers, printers, mailers, etc., to adopt and invest in technologies that enhance how consumers interact and engage with mail.

FINAL VERSION Approved by PRC, 12/6/2019

APPROVED 12/6/2019

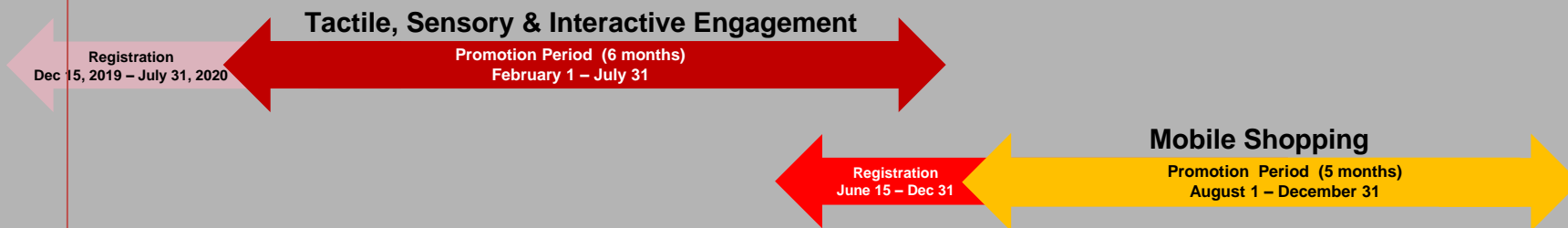
FIRST-CLASS MAIL



MARKETING MAIL AND FIRST-CLASS MAIL



MARKETING MAIL



Emerging and Advanced Technology Promotion

Encourage marketers, advertisers, mailers, etc., to incorporate interactive technology to drive interest in mail as part of an omni-channel marketing component

Registration Period: January 15 through August 31, 2020

Promotion Period: March 1 through August 31, 2020

Discount: Upfront 2% postage discount

Eligible Mail:

- First-Class Mail presort and automation letters, cards, and flats
- Marketing Mail letters and flats
- Nonprofit Marketing Mail letters and flats

<https://postalpro.usps.com/promotions>

Emerging & Advanced Technology Promotion

Eligible Technology:

1. *Enhanced Augmented Reality*
2. *Video in Print*
3. *Integration with Voice Assistants*
4. *Digital to Direct Mail*
5. *Mixed Reality*
6. *Virtual Reality*
7. *Near Field Communication (NFC)*

No Longer Eligible Technology:

1. *Bluetooth Low Energy (BLE)/Beacon*
2. *Addressable TV*

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“Enhanced” Augmented Reality (AR)

- View of a physical, real-world environment whose elements are *augmented* (or supplemented) by computer-generated **3D** overlays in real time.

The experience must include the following elements:

1. **3D Elements or Modules**

NEW in 2020

2. Animation

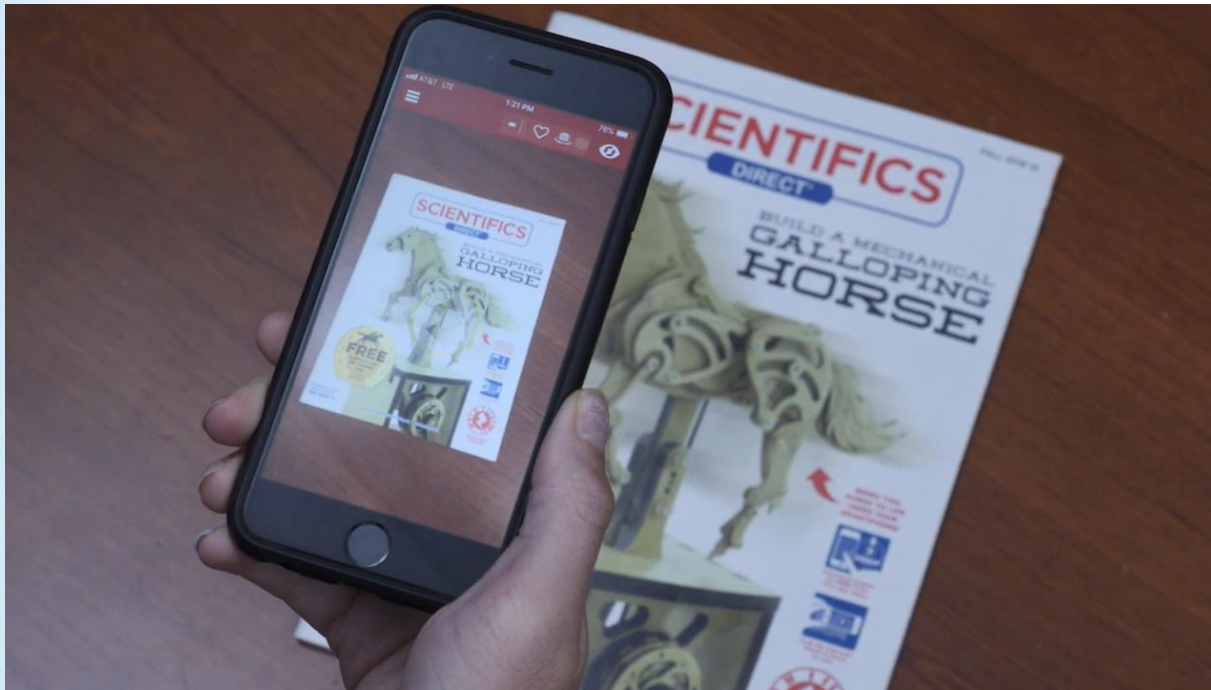
3. An interplay between the physical (mailpiece) and the digital that actively uses the person’s perspective

- “Enhanced” AR **excludes** the use of **2D** static, pop-up, worded displays that do not engage the recipient in any experience other than reading or simply clicking a button.

**Please review each promotions requirement for specific details*

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“Enhanced” Augmented Reality (AR)



**Please review each promotions requirement for specific details*

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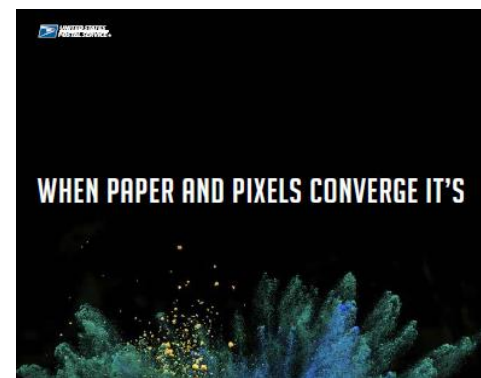
Video in Print

- Video in Print (ViP) is video advertising that is featured in print catalogs and/or mailpieces.

ViP can be integrated into a printed piece in several ways including, but not limited to:

- a. Integrated video screen within a printed, mailable piece
- b. Integrated Video/Picture utilizing translucent paper
- c. Personalized Interactive Video
- d. Shoppable Video

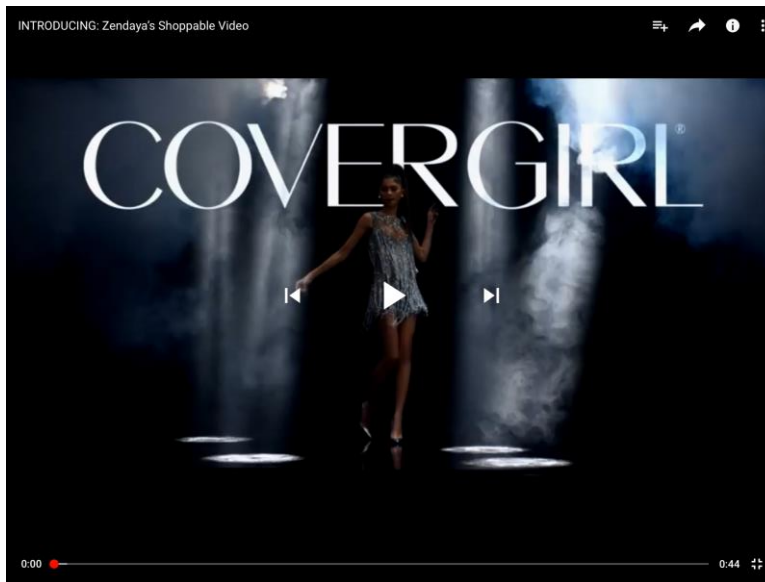
**Please review each promotions requirement for specific details*



Emerging and Advanced Technology Promotion

Video in Print

- Shoppable Video Example



**Please review each promotions requirement for specific details*

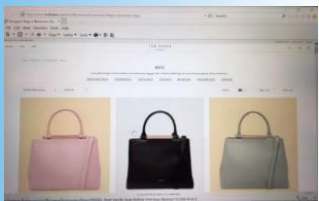
<https://youtu.be/PoXYkeHrfv0>

February 2016

Emerging and Advanced Technology Promotion

Video in Print

- Shoppable Video Example



Ted Baker Christmas

No need for frantic shopping sprees – watch @ted_baker's fantastical film, filled with shoppable gifts. www.wirewax.com/8019770

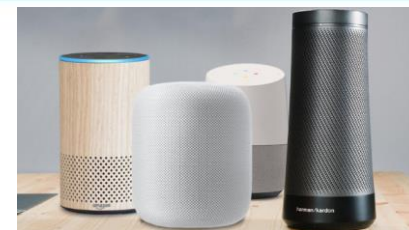


f t G+ in ✉

^Wirewax

*Please review each promotions requirement for specific details

Emerging and Advanced Technology Promotion



Integration with Voice Assistants

- Voice Assistant is a type of device that can perform tasks or services for someone based on voice directed commands or questions.
 - Common voice assistants include Alexa, Google Home/Nest, etc.

To qualify for the promotion:

The mailer must align their voice assist command to the marketing message on a printed mailpiece in order to accomplish a qualified business task like:

- Financial services company that provides retirement solutions

The promotion does not allow for a mailpiece which results in a voice version of a general search like:

- Getting driving directions to a business location or opening a webpage in a browser

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Digital to Direct Mail (Automated Direct Mail)

Must receive prior approval to use this technology.

- Digital to Direct Mail encourages production of mailpieces by using dynamically printed, personalized messaging that are automatically triggered based on a digital interaction.
- Unlike other options in this promotion, Digital to Direct Mail combines digital behavior and mail to dynamically create customized/targeted mailpieces that partners with digital experiences.
- ***Only First-Class Mail can be used for this promotion component.***

**Please review each promotions requirement for specific details*



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Digital to Direct Mail (cont.)

Examples of personalized marketing messages based on a digital interaction can be, but are not limited to:

1. Addressing the message to the customer by name and product
2. Promotions based on the existing relationship
3. Rewards/loyalty programs (based on individual customers' digital interactions, past orders or other online activity).
4. Renewal offers and incentives (based on individual customers' digital interactions, past orders or other online activity).
5. Supplementary or complimentary products or services (based on individual customers' digital interactions, past orders or other online activity).
6. Cross sell or upsell other products or services
7. Outreach to unsubscribed users/past customers (ie. Customer winback)

Personalization is not limited to these examples and participating mailers should contact the Program Office for consideration/approval of other personalized messages based on digital behavior.

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Mixed Reality (MR)

- Combines both augmented and virtual experiences through an immersive technology that can include site, sound, and touch.
- Some of the most common MR experiences include blending physical and virtual experiences via a head-set.
- Mailpiece must have a trigger which leads to a MR experience in the same way that augmented reality and virtual reality currently function in the promotion.

*The mailpiece and MR experience must meet machinability requirements per USPS regulations. If mailing goggles/viewing devices, the mailing must meet letter & flat requirements--**parcels are not eligible for the promotion.***

**Please review each promotions requirement for specific details*

Emerging & Advanced Technology Promotion

Mixed Reality (MR)



February 2018

<https://youtu.be/v2DPAnkOPkA>

**Please review each promotions requirement for specific details*

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Virtual Reality (VR)

- Technology that creates replicas of an environment, real or simulated, that includes a user's physical presence to allow for user interaction.
- Virtual realities artificially create sensory experiences, which can include sight, touch and sound.
- Mailpiece **may** include goggles/viewers or devices that allow the recipient to engage in the VR experience. A QR Code, NFC chip, etc., can be used to in engage the VR experience through the use of a mobile device and goggles/viewers.

*The mailpiece and VR experience must meet machinability requirements per USPS regulations. If mailing goggles/viewing devices, the mailing must meet letter & flat requirements--**parcels are not eligible for the promotion.***

**Please review each promotions requirement for specific details*

Emerging and Advanced Technology Promotion



Near Field Communication (NFC)

- Technology that enables smartphones and other devices to establish radio communication with each other by touching the devices together or bringing them into proximity (~10 cm, or 3.9 inches)
- Initiated by touching the mobile device on the NFC embedded item or by placing the device within close proximity of the NFC embedded item.

If activating the NFC application leads to the launch of a video, please note that videos **cannot** link to open source public domains such as YouTube and Facebook.*

For an example view:

<https://www.irresistiblemail.com/near-field-communication>

**Please review each promotions requirement for specific details*

What is New?

2019 Emerging Tech Promotion	2020 Emerging Tech Promotion
<ul style="list-style-type: none">Featured a total of nine (9) technologies	<ul style="list-style-type: none">Features seven a total of (7) technologies
<ul style="list-style-type: none">Added three new technologies: Mixed Reality; Addressable TV; and Integration with Digital Assistant technology	<ul style="list-style-type: none">Removed two technologies: Addressable TV and Bluetooth Low Energy (BLE) technology
<ul style="list-style-type: none">Augmented Reality technology requirements allowed for either 2D or 3D implementation	<ul style="list-style-type: none">Augmented Reality technology requirements only allow for 3D implementation (2D no longer qualifies)
<ul style="list-style-type: none">Added a new technology called “Integration with Digital Assistant”	<ul style="list-style-type: none">Renamed the technology “Integration with Voice Assistant”
<ul style="list-style-type: none">Integration with Digital Assistant allowed for all business commands, even those that include a general search leading to a website	<ul style="list-style-type: none">Integration with Voice Assistant only allows for a qualified business task relating to the marketing message on the mailpiece and DOES NOT allow for a command which uses a general skill or general search command that could otherwise be achieved via an online search

Emerging & Advanced Technology Promotion

Pre-Approval Process

The Program Office **requires** that **ALL** mailpieces using **any** of the technologies listed below be sent for review via email to **emergingtechpromo@usps.gov** **no later than one week** prior to the mailing.

- Prototypes, mock-ups, previously used mailpieces, etc. can be submitted as the representation of the final mailpiece to see if the proposed concept would meet the Emerging Technology Promotion criteria.
- Each mailpiece design is reviewed individually and each individual mailpiece must meet the program requirements.
- If substantive changes are made to the mailpiece design, the revised mailpiece needs to be reviewed for approval.
- Any final mailpieces that deviate from the prototypes, mock-ups or examples submitted for pre-verification, shall be subject to the loss of the discount.
- If it is not approved in writing prior to entry date, the mailing will not qualify for the discount.**
- The promotions office responds to all inquiries **within 4 business days upon receipt.**

*If you have any questions about pre-approvals or reviews,
please contact the Program Office via email at **emergingtechpromo@usps.gov***

General Promotion Information

Past acceptance/approval in prior year promotions does not guarantee acceptance/approval in current year promotions.

Directional Copy Requirement: The mailpiece must contain text near the logo, icon, or image, etc., providing guidance to the consumer to engage using the technology trigger provided (see 2020 Program Requirements for all details).

Mobile Optimization: Triggering technology must lead to a complete mobile optimized experience regardless of the platform being used.

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

Reminder: Completion of a post promotion survey is required by all promotion participants.

- **Program Office contact:**
 - Email:** EmergingTechPromo@usps.gov
 - Facsimile:** 202-268-0238
 - Mail:** US Postal Service
Post Office Box 23282
Washington, DC 20026-3282

- **Program Requirements, Supporting Documents, Recorded Webinars:**
<https://postalpro.usps.com/promotions>

- **Registration:**
<https://gateway.usps.com>

- **PostalOne Help Desk:**
(800) 522-9085 or postalone@email.usps.gov

- **Irresistible Mail website:**
www.IrresistibleMail.com



Thank you.



www.IrresistibleMail.com

<https://postalpro.usps.com/promotions>

EmergingTechPromo@usps.gov