

2019 Tactile, Sensory & Interactive Promotion Overview

December 6, 2018

- ❑ **2019 Next Generation Campaign Awards contest will have two categories:**
 - Campaigns that feature Informed Delivery® compete to become Grand Champion
 - B2B campaigns can win the “Innovative B2B Campaign Award”

- ❑ **Recognition**
 - Winners receive trophies at 2019 NPF
 - Winning entries will be showcased in Next Generation Campaign book

- ❑ **Entry Deadline – Feb 15th 2019**



Learn more at usps.com/nextgenaward

Tactile, Sensory & Interactive Promotion



The purpose of the TSI promotion is to showcase advances in paper, ink and interactive mailpiece treatments that provide marketers exciting new ways to enhance their customer engagement opportunities



Engagement with your mailpiece can be enhanced through the innovative use of specialty inks, sensory elements, textural papers, and the use of folds or other dimensional elements that the recipient can interact with and manipulated. Mailpiece(s) must be approved *prior* to mailing to qualify for this promotion. To learn about the TSI promotions requirements, registration and promotion timelines please go to:



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

Registration Period: December 15th 2018 through July 31st 2019

Promotion Period: February 1st through July 31st 2019

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

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



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Specialty Inks*:

The specialty inks must enhance the engagement and value of the mailpiece. Unique properties of specialty inks must be **visible and distinguishable** on paper. Inks that are absorbed into the substrates thereby the applied ink is not visible *and* distinguishable to the TSI Promotion Office, are not qualified.

These inks may include but are not limited to:

- ❖ Conductive inks: Inks with components are used to print a circuit and inserts that can be used to activate an electronic device
- ❖ Leuco Dyes/Thermochromics: Heat sensitive dyes or inks change color in variation in temperature
- ❖ Photochromic: Changes color with UV light exposure
- ❖ Optically Variable Ink: Contains metallic materials that change appearance when viewed from different angles
- ❖ Piezochromic: Change appearance under pressure
- ❖ Hydro chromic: Changes appearance when exposed to water or liquids



*Please review the TSI requirement document for complete details

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Specialty Papers*:

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

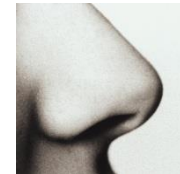
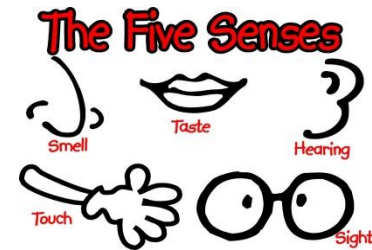
The specialty paper must have one or more of the features (or combination) below.

Scent, Sound and Taste: The use of these features *must be connected to the marketing message* of the mailpiece and must be either bound or sewn into the mailpiece to qualify.

- ❖ *Scent Paper* infused with scent (ex: catnip, fresh bread), microencapsulated scents (opening mechanisms excluded)
- ❖ *Sound:* Paper that incorporates sound chip/speakers (ex: motorcycle engine sound)
- ❖ *Taste:* Paper that incorporates edible components.

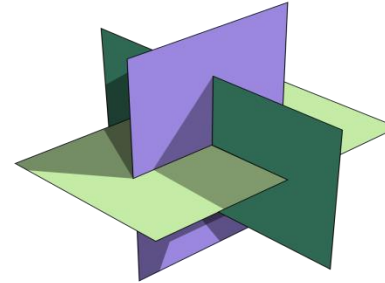
Visual and Textural: These features must be in support of the mailer's brand persona.

- ❖ *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 coated, or made of unique materials or incorporate techniques such as embossing or other surface treatments (ex: sandpaper, soft/velvet touch)



*Please review the TSI requirement document for complete details

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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. Simple folds such as half folds, tri-folds, gate folds, iron cross or accordion folds **do not** qualify. The mailpiece **must include** elements that the user can physically manipulate (i.e., twist, spin, dial, pull, bend, etc.).

The mailpieces may include but are not limited to:

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



**Please review the TSI requirement document for complete details*

Trailing Edge Die-Cut or “TED-C” for short

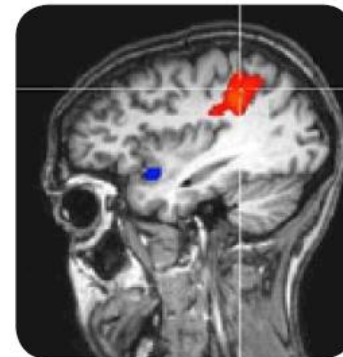
This is a new concept that offers another opportunity for your mailpiece to stand out in the mailbox!



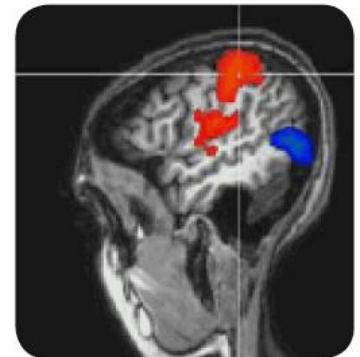
- In a sea of digital exposure and overload:

Mail Stands Out!

- Three independent neuroscience research studies
- Show that physical materials activate the brain more deeply to yield:
 - ✓ Better recall over longer periods
 - ✓ Deeper emotional connection
 - ✓ Stronger brand associations



Right parietal



Left parietal

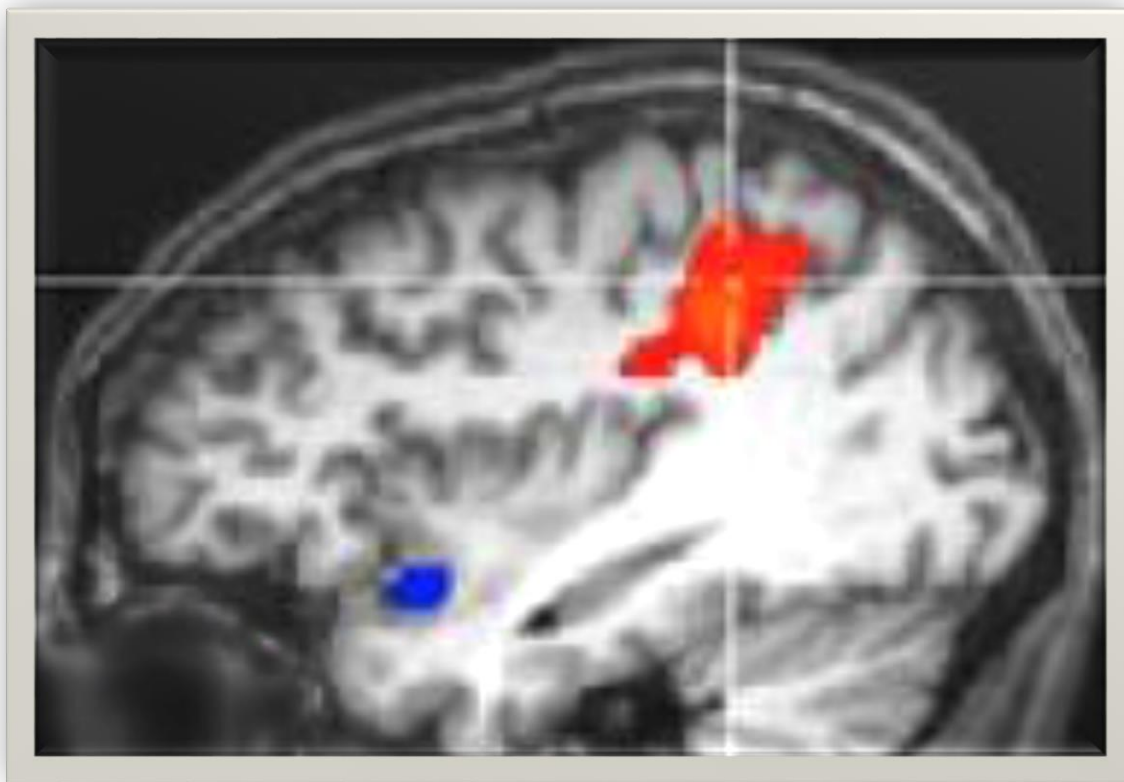
¹ Millward Brown: Case Study Understanding Direct Mail with Neuroscience

² USPS OIG Research "Enhancing the Value of Mail: The Human Response"

² Canada Post: "A Bias for Action: the neuroscience behind the response-driving power of direct mail"

Royal Mail-commissioned study

- Investigate how the brain processes physical mail marketing materials vs. virtual/digital
- MRI scanning to study cerebral processing for each
- Findings:
 - Tangible materials leave a deeper footprint in the brain – visual, spacial memory networks
 - Physical material involves more emotional processing – important for memory, message and brand associations
 - Physical materials produce more brain responses – greater “internalization” of the ads



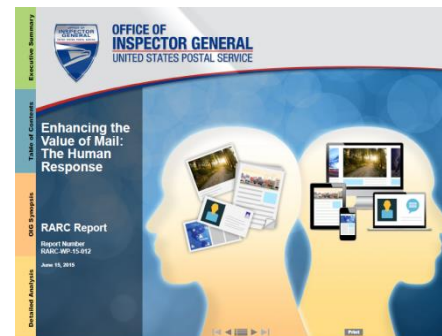
Little blue dot: brain processing *digital*

Big red space: brain processing *physical mail*

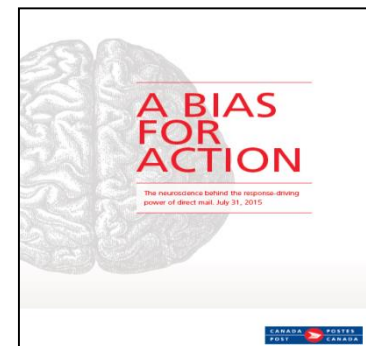
USPS OIG Study (June 2015) Key Findings:

Physical vs. Digital Mail

- **Physical mail beats digital on:**
 - Time spent with ad
 - Emotional reaction to ad
 - Quickly/confidently remembering ad source & content
 - Subconscious desire for the product/service
 - Subconscious value perceived for the product/service
- **Digital “beats” physical only on Sustained Attention – because it takes longer to process**



Canada Post Study (July 2015) Key Findings:

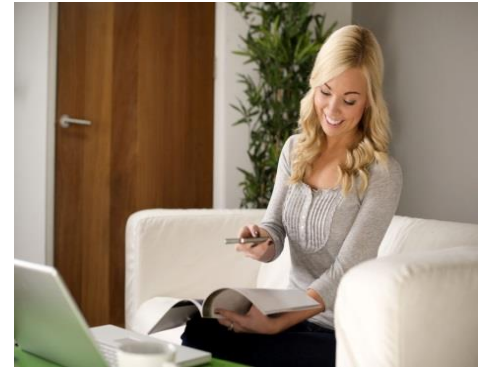


Direct Mail is:

- Easier to understand and more memorable than digital media (70% higher brand recall)
- More persuasive than digital media
 - Motivation to respond is >20% higher, and even greater if additional senses are involved
- Processed in less time than digital media
- More likely to drive desired behavior than digital media

“Digital Natives”

- Now largest segment of US Population
- 90% of Millennials believe direct mail ads are reliable*
- 57% of Millennials have made a purchase based on a direct mail marketing initiative*
- See value in mail when relevant and targeted
- Respond favorably to well-designed mail pieces and interactive features



Leverage the (neuro)science behind tactile!


Interactive Print – Tactile, Sensory & Interactive = !!!

- ✓ Remains one of the fundamental differentiators of mail as a marketing channel
- ✓ More than ½ of the brain is devoted to sensory processing, mostly for touch
- ✓ People understand and retain what they read on paper better than on a screen
- ✓ The quality and thickness of paper affect impressions and response



Reminder – please send all inquiries to the Tactile, Sensory & Interactive (TSI) email address;

tactilesensorypromo@usps.gov



Thank you...