

2021 PERSONALIZED COLOR TRANSPROMO PROMOTION

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NEW This document contains information about how to design a mailpiece and mailing that meets the requirements for the Personalized Color Transpromo Promotion. There are additional registration, mail preparation and mail entry requirements that are required to participate in the promotion. These requirements are now part of a separate document titled “2021 Promotions General Participation Guide”. This document includes information about the following topics:

- Registration Requirements
- Mailing Submission Requirements
- Requirements at Mail Acceptance and Post - Mailing

The new document can be found on PostalPro at:
<https://postalpro.usps.com/promotions/2021-guide>

2021 PERSONALIZED COLOR TRANSPROMO PROMOTION

I. BACKGROUND AND PROGRAM DESCRIPTION

New print technologies are primed to deliver unique, engaging, and creative experiences you cannot generate in a singularly-digital way. The 2020 Personalized Color Transpromo Promotion is intended to incorporate marketing messages highlighted through the use of color, dynamic variable print and personalization. Color messaging within bills and statements enhances the value of First-Class Mail by fostering a better connection and response from consumers.

This promotion will provide an upfront postage discount to participants that meet the program requirements.

II. PROGRAM PARAMETERS

- Registration Period:** May 15 through December 31, 2021
- Promotion Period:** July 1 through December 31, 2021
- Discount Amount*** 2% of eligible postage. The discount is calculated in *PostalOne!*[®] and applied to the postage statement at the time of mailing.
- Eligible Mail:** First-Class Mail presort and automation letters
- Ineligible Mail:**
 - All USPS Marketing Mail[™]
 - Periodicals
 - Bound Printed Matter
 - Media Mail[®]
 - First-Class Mail and Marketing Mail Parcels
 - First-Class Mail cards and flats
- Mailpiece Content Restrictions:** Bills and statements only

Only one promotion discount can be applied to a mailpiece or mailing. The use of multiple qualifying technologies and/or print treatments on or within a mailpiece will not increase the discount amount.

THE DISCOUNT MUST BE CLAIMED AT THE TIME OF MAILING DURING THE PROMOTION PERIOD AND CANNOT BE REBATED AT A LATER DATE AFTER THE PROMOTION CLOSES.

III. ELIGIBILITY REQUIREMENTS

A. Mailpiece Content Requirements

Mailpiece content requirements will differ for those companies who have already participated in the program in the past.

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ALL COMPANIES **REGARDLESS OF PREVIOUS PARTICIPATION**

The purpose of this promotion is to leverage new color print technology and to create added value to the production of bills and statements.

Eligible mailpieces must:

- Include a **full color** marketing message and/or visualization of account data in two or more colors not including black, white, or grayscale.
 - Examples of marketing or consumer messages include:
 - Rewards/Loyalty program incentives
 - Renewal offers and incentives
 - Cross Sell or Upsell Promotions
 - Coupons for products/services

OR

- Example of visualizations displaying account data include:
 - charts or graphs depicting payment history
- The marketing message must be printed on the bill/statement itself as an **“Onsert,”** which is printed in-stream, within the content of the bill or statement. (This differs from an insert, which is included inside of an envelope).
- Be mailed as First-Class Mail per DMM 233.2.2.

The following implementations are ineligible:

- Color messaging encouraging customers to go paperless or setup electronic communications for bills, statements, etc.,
- Full color logos or the use of full color on the outer envelope
- Use of pre-printed paper stock with graphics or text
- Messages not contained within the bill itself or messages that are not included within the content of the bill
- General account maintenance messaging such as payment status, amount due, or contact information for customer service
- **Messaging encouraging mail diversion** - Color messages encouraging mail diversion, (ex., sign up for paperless billing or go online the pay) cannot be larger and more prominent than the qualifying color marketing messaging.

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PERSONALIZATION REQUIREMENTS FOR PRIOR PARTICIPANTS

The companies who have participated in any prior Personalized Color Transpromo Promotion must demonstrate that the marketing message is personalized to the recipient.

There are two ways to meet the Personalization requirement:

1. Messaging is personalized to the recipient at the individual level, examples include:
 - Marketing messaging unique to the individual
 - Color visualizations of account data
2. Messaging targets **multiple customer segments** based on demographics, psychographics, customer behavior, or other characteristics. Examples include:
 - Different rewards cards offers to customers based on their spending amounts
 - Customers
 - Different promotional offers to customers based on their account spending habits.

B. Submission and Approval of Mailpiece Samples

Mailpiece samples must be submitted to the Program Office for review and approval **prior to claiming the discount** on the mailing.

Past acceptance/approval in prior Personalized Color Transpromo promotions **does not guarantee** acceptance/approval in 2021 promotions

All participants must send pdf files of color copy samples of your mailpiece(s) that includes the design and layout to the Program Office at FCMColorPromotion@usps.gov.

Samples that qualify will be available on the 2021 Personalized Color Transpromo Promotion pages <https://postalpro.usps.com/promotions>.

Pre-Approval Letter

For mail acceptance purposes, Color Transpromo participants have the option of submitting a Pre-Approval letter to the BMEU instead of the mailpiece sample. Participants who are interested in receiving a Pre-Approval Letter should contact the Color Transpromo Program Office for more information.

(NEW) 2021 Promotions General Participation Guide

Registration information including mailing submission and mail acceptance requirements for all Promotions (excluding Earned Value) has been moved to its own document. This information was moved to create a more user friendly experience by cutting down the length of each Promotion's requirements document. Readers will now have easier access to the relevant information they are looking for.

Link to the new document: <https://postalpro.usps.com/promotions/2021-guide>

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IV. PROGRAM OFFICE CONTACT INFORMATION

Further questions can be directed to the Program Office.

Email: FCMColorPromotion@usps.gov

Facsimile: 202-268-0238

Mail: US Postal Service
Attn: Personalized Color Transpromo Promotion
PO Box 23282
Washington, DC 20026-3282

FedEx and UPS shipments cannot be delivered to postal PO Box addresses. To ensure prompt delivery to the Promotions Office, please use postal products or services. All mailings must include information about the sample, contact information and an email address for responses.

The Program Office responds to all inquiries within 4 business days upon receipt of samples to the PO Box and emails to the promotion email address.

Links to webinars, FAQs and other promotion resources can be found on the PostalPro™ website at: <https://postalpro.usps.com/promotions>.

V. REVISION HISTORY

Date	Section	Reason For Revision	Version