

2021 Tactile, Sensory & Interactive Promotion Overview

January, 2021

Tactile, Sensory & Interactive Promotion



The purpose of the TSI promotion is to showcase how different types of paper, inks and interactive elements incorporated into a mailpiece provide marketers exciting ways to enhance their customer's engagement with the mailpiece.



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. To learn more about the TSI promotion requirements, registration and promotion timelines please go to:

PostalPro - <https://postalpro.usps.com/promotions/2021-tactile-sensory/requirements>

Mailpiece(s) must be approved prior to mailing to qualify for this promotion.

Registration Period: December 15th 2020 through July 31st 2021

Promotion Period: February 1st through July 31st 2021

Eligible Mail: Marketing Mail® letters and flats
Nonprofit Marketing 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



NEW Mailing Address:

****NEW PO Box Address****

Attn: Tactile, Sensory & Interactive Promotion
PO Box 150996
Alexandria, VA 22315-0996



Discontinued treatment: Linen embossed paper stock

Tactile, Sensory & Interactive Promotion



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

Tactile, Sensory & Interactive Promotion

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.

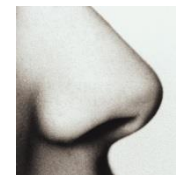
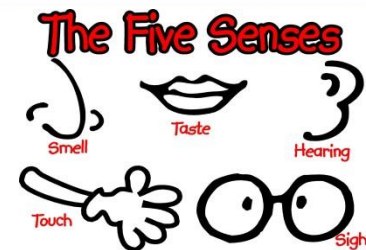
The specialty paper must have one or more of the features (or combination) below.

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.

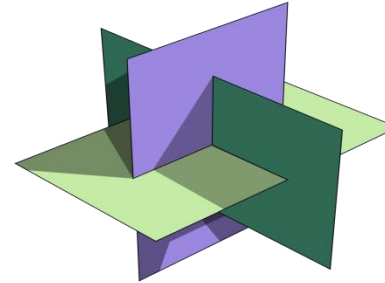
Visual and Textural: These features must be in support of the mailer's brand persona.

- ❖ *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

Tactile, Sensory & Interactive Promotion



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:

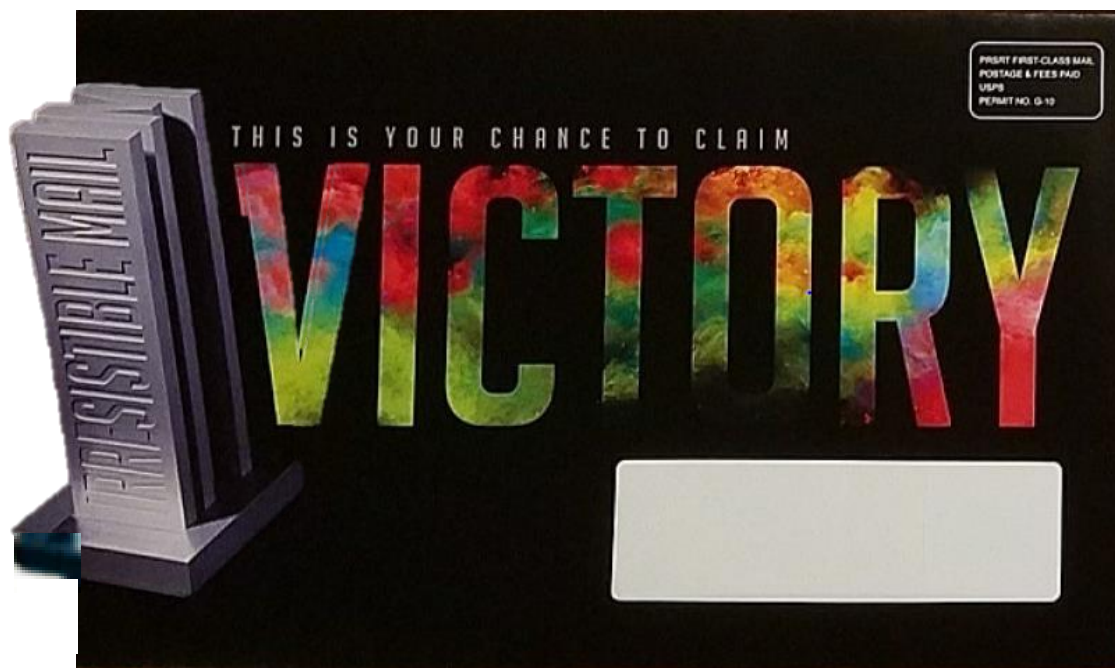
- ❖ *3-Dimensional*
- ❖ *Pop-ups*
- ❖ *Infinite folding*



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

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

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



Please go to PostalPro @

[https://postalpro.usps.com/alternative_designs/ted_c_process.](https://postalpro.usps.com/alternative_designs/ted_c_process)

AUTHORIZATION PROCESS

Hard copy mailpieces only; PDF's are not acceptable.

****NEW PO Box Address****

Attn: Tactile, Sensory & Interactive Promotion
PO Box 150996
Alexandria, VA 22315-0996

REQUIRED: One Point Of Contact (POC) INFORMATION

POC Name:

Company Name:

Company Address

POC Email:

POC Phone Number:

- A) Number each mailpiece being submitted for consideration.
- B) On each mailpiece, clearly indicated what *specific* specialty element, technique or treatment is to be evaluated and exactly where that treatment is located on the mailpiece.
- C) The Promotion Office responds to all inquiries (emails and hard copy sample submissions) with 4 business days of receipt.

Reminders

- *New PO Box address*
- *Linen embossed paper stock treatment discontinued*
- *Please send all inquiries directly to the TSI email address;*
 - tactilesensorypromo@usps.gov



After reviewing this presentation and the companion 2021 TSI requirement document, there are additional questions, please email them directly to the promotion email address tactilesensorypromo@usps.gov

