

United States Postal Service®

INDUSTRYALERT

January 22, 2021

2021 USPS Mailing Promotions Pre-Recorded Webinars Are Now Posted

The USPS New Solutions team has pre-recorded webinars for the 2021 Promotions. The webinar presentations and recordings are posted on the *Postal Pro Quick Link page* for each promotion.

Tactile Sensory & Interactive Promotion

Promotion Period: February 1, 2021 – July 31, 2021

Registration Period: December 15, 2020 – July 31, 2021

This promotion allows mailers to utilize new developments in papers/stocks, substrates, finishing techniques and inks are elements that can be incorporated to engage a multi-sensory experience through special visual effects, sound, scent, texture/tactile treatments, and even taste! In addition, interactive mailpiece features (such as pop-ups, infinite folds, or other dimensional treatments) can also help drive a marketer's customer's engagement. By leveraging the physical aspects of the mailpiece as well as the advances in print technology, marketers can enhance how their consumers interact and engage with mail.

Questions about the Tactile Sensory & Interactive Promotion can be sent here: Tactile Sensory Promotion tactilesensorypromo@usps.gov

Click on this link to listen to the **Tactile Sensory & Interactive Promotion** webinar:

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

Emerging & Advanced Technology Promotion

Promotion Period: March 1, 2021 – December 31, 2021

Registration Period: January 25, 2021 – December 31, 2021

As mobile and other print technologies evolve, mail has the potential to offer greater value by engaging customers in new and exciting ways. To ensure that Direct Mail continues to be a relevant part of the marketing mix, the Postal Service is offering another promotion encouraging customers to incorporate technologies such as "Enhanced" Augmented Reality, Virtual Reality, Mixed Reality, Near Field Communication (NFC), Video in Print (ViP) featuring Shoppable Video, Integration with Voice Assistants, and Digital to Direct Mail in their direct mail campaigns. Questions about the Emerging & Advanced Technology Promotion can be sent here: Emerging Tech Promotion

EmergingTechPromo@usps.gov

Click on this link to listen to the **Emerging & Advanced Technology Promotion** webinar:

<https://postalpro.usps.com/promotions/2021-emerging-tech>

Earned Value Promotion

Promotion Period: April 1, 2021 – June 30, 2021

Registration Period: February 15, 2021 – March 31, 2021

The Earned Value promotion is intended to slow the decline of First-Class Mail® including Business Reply Mail (BRM) and Courtesy Reply Mail (CRM). As technology continues to disrupt mail volume the U.S. Postal Service® would like to encourage mailers to continue distributing BRM, CRM, and Share Mail® pieces. Mailers who register their Mailer ID (MID), permit(s), and use eligible Intelligent Mail® barcodes (IMBs) on their BRM, CRM, and Share Mail pieces may receive a postage credit for each mailpiece that is placed in the mailstream by the recipient and scanned during the promotion period.

Questions about the Earned Value Promotion can be sent here: earnedvalue@usps.gov

Click on this link to listen to the **Earned Value Promotion** webinar: <https://postalpro.usps.com/promotions/2021-earned-value>

Personalized Color Transpromo Promotion

Promotion Period: July 1, 2021 – December 31, 2021

Registration Period: May 15, 2021 – December 31, 2021

New print technologies are primed to deliver unique, engaging, and creative experiences you cannot generate in a singularly-digital way. The 2021 Personalized Color Transpromo Promotion is intended to incorporate marketing messages highlighted using 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.

Questions about the Personalized Color Trans Promo can be sent here: FCMColorPromotion@usps.gov

Click on this link to listen to the **Personalized Color Transpromo** webinar:

<https://postalpro.usps.com/promotions/2021-transpromo>

The Mobile Shopping and Informed Delivery promotions pre-recorded webinars will be posted soon.

Mobile Shopping Promotion

Promotion Period: August 1, 2021 – December 31, 2021

Registration Period: June 15, 2021 – December 31, 2021

Direct mail continues to be a relevant part of the marketing mix. The Postal Service is encouraging customers to adopt and invest in technologies that enhance how consumers interact and engage with mail. The 2021 Mobile Shopping promotion encourages mailers to integrate mobile technology with direct mail, thus creating a convenient method for consumers to do their online shopping.

Questions about the Mobile Shopping Promotion can be sent here: mailingpromotions@usps.gov

Click on this link for more information about the **Mobile Shopping Promotion**:

<https://postalpro.usps.com/promotions/2021-mobile-shopping>

Informed Delivery Promotion

Promotion Period: September 1, 2021 – November 30, 2021

Registration Period: July 15, 2021 – November 30, 2021

Informed Delivery is a consumer-facing feature that provides users the opportunity to digitally preview their household mail and manage packages arriving soon; business mailers can conduct an “interactive campaign” which integrates colorful and interactive campaign elements to enhance and extend the mail moment for consumers, thus reaching their target audiences on a digital channel.

Questions about the Informed Delivery Promotion can be sent here: Promotion-InformedDelivery@usps.gov

Click on this link for more information about the **Informed Delivery Promotion**:

<https://postalpro.usps.com/promotions/2021-informed-delivery>

Additional information on all the 2021 USPS mailing promotions can be found

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

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