

2021 TACTILE, SENSORY & INTERACTIVE PROMOTION

CONTENTS

I. BACKGROUND.....	2
II. PROMOTION DESCRIPTION.....	2
III. ELIGIBILITY REQUIREMENTS.....	3
A. Mailpiece Content Requirements	3
B. Qualifying Product TED-C	5
C. Mailpiece Authorization Requirements.....	5
IV. TECHNICAL INFORMATION	6
V. TSI PROMOTION OFFICE CONTACT INFORMATION	6
VI. REVISION HISTORY.....	7

NEW This document contains information about how to create a mailpiece and mailing that meets the requirements for the 2021 Tactile, Sensory & Interactive Promotion (TSI). 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 2021 Promotions General participation Guide can be found on PostalPro at:
<https://postalpro.usps.com/promotions/2021-tactile-sensory/requirements>

NEW The 2021 TSI Promotion has a New PO Box Address; please check page 5

2021 TACTILE, SENSORY & INTERACTIVE PROMOTION REQUIREMENTS

BACKGROUND

The Tactile, Sensory & Interactive (TSI) Promotion leverages the technological advances within the print industry that encourages sensory engagement with the physical mailpiece.

The print industry has been actively innovative not only in print production equipment, but the fundamental elements of the mail itself through new developments in papers/stocks, substrates, finishing techniques and inks. These elements 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. Neuroscience and neuromarketing research supports the potentially significant impact on brand recognition and message recall when marketing materials engage tactile experiences and/or senses. 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.

II. PROMOTION DESCRIPTION

The TSI promotion encourages marketers to incorporate innovative techniques and treatments on their mailpieces in order to drive their customer engagement and response rates.

There are three featured categories in this promotion:

- Specialty inks
- Specialty paper
- Interactive elements

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

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

Discount Amount: * 2% off 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.

*It is the mailer's responsibility to confirm the discount has been properly applied to the postage statement.

**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.

Eligible Mail: USPS Marketing Mail™ letters and flats
Nonprofit USPS Marketing Mail™ letters and flats

Ineligible Mail: First-Class Mail® presort & automation letters, cards & flats
Periodicals
Bound Printed Matter
Media Mail

2021 TACTILE, SENSORY & INTERACTIVE PROMOTION REQUIREMENTS

III. ELIGIBILITY REQUIREMENTS

Past acceptance/approval in prior year promotions does not guarantee acceptance/approval in the 2021 TSI Promotion. Please review this document, in its entirety, to ensure that the mailpiece meets all 2021 TSI Promotion requirements.

A. MAILPIECE CONTENT REQUIREMENTS*

*All mailpieces must be submitted **via USPS mail** to the TSI Promotion Office for review and approval. Each mailpiece is reviewed individually. Therefore, approval of any one mailpiece **does not guarantee** approval of future pieces.*

The Promotions Office responds to all inquiries within **4 business days** of receipt.

The treatments which create tactile, sensory and interactive engagement can be categorized into specialty inks, specialty papers and other interactive features. Applying these treatments to the envelope and/or the mailpiece is equally important to drive response rates. TSI promotion participants are encouraged to apply these techniques to the envelope, the mailpiece or both to maximize results. The mailpiece can incorporate one or more of the treatments (or any combination) on the outside of the envelope, on the actual mailpiece or both***.

* All treatments must be both visible and distinguishable.

- PDF's are not acceptable for review by the TSI Promotion Office, the actual, physical mailpiece (including the contents) must be submitted.
- Samples enclosed within the envelope and envelope opening mechanisms are not eligible for the TSI Promotion. Samples include, but are not limited to; coins, fabric, greeting cards, dream catchers etc.

Only the envelope and/or the actual mailpiece that have approved TSI treatments applied are eligible for the TSI Promotion.

Envelopes must meet automation compatibility requirements.

Specialty Inks:

The specialty inks must enhance the engagement and value of the mailpiece. Unique properties of specialty inks must be both 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.

Qualifying 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. These inks often contain metals such as copper and are printed onto paper and substrates like any other ink. Printed components can include elements such as tiny, flexible batteries that power the printed circuits. Users press a "button" to close the circuit, and can activate other devices, such as lights, sound chips, or other electronic sensors and components.
- 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

Note: *If the specialty ink used looks like a photo and is not distinguishable by the qualities of the ink application used, it does not qualify for the promotion. Metallic ink and clear ink (5th color) **are not eligible** for the 2021 TSI Promotion.*

2021 TACTILE, SENSORY & INTERACTIVE PROMOTION REQUIREMENTS

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 treatments can create stronger user engagement and potentially greater response rate and return on investment.

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

Scent, Sound and Taste: The use of these treatments/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 marketing message.

- **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) **(NEW) Linen embossed paper stock does not qualify for the 2021 TSI Promotion.**

The specialty paper used must be visible and distinguishable by the physical characteristics of the paper and/or the techniques used to qualify for the promotion. Textual treatments that are absorbed into the substrates thereby the treatment is not visible and distinguishable to the TSI Promotion Office, are not qualified

Note: *Laminated postcards, both Full and Spot coverage Gloss treatments are not eligible for the 2021 TSI Promotion. Scratch-off, borders, reveals, die-cuts, stickers, detachable, pull tabs, zip-strip, *opening mechanisms, greeting cards, coins and samples enclosed within the envelope that have a treatment applied to them do not qualify for the promotion. Additionally, linen embossed paper stock is does not qualify for the 2021 TSI Promotion.*

Interactive mailpieces:

The interactive mailpieces must include an experience that engages the recipient and adds dynamic effects by 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 recipient 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**

Note: *Scratch-off, borders, reveals, die-cuts, stickers, detachable, pull tabs, zip-strip opening mechanisms nor samples enclosed within the envelope are considered interactive therefore do not qualify for the promotion*

***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**

2021 TACTILE, SENSORY & INTERACTIVE PROMOTION REQUIREMENTS

Qualifying USPS Product – TED-C

- Trailing Edge Die-Cut (TED-C) is a USPS product where a mailpiece may have a shape cut into the trailing edge of the letter.
- To learn more on this innovative design and how to receive PCSC approval please go to PostalPro@ https://postalpro.usps.com/alternative_designs/ted_c_process.
- Once PCSC has approved a TED-C mailpiece design, the actual mailpiece and the approval letter issued by the PSCS must be mailed to the TSI Promotion Office for authorization to claim the TSI Promotion discount

B. AUTHORIZATION PROCESS

All mailpieces* participating in the TSI Promotion **must** be submitted via USPS mail to the Promotion Office for review and approval no later than one week prior to the first mailing. Each mailpiece is reviewed individually. Approval of any one mailpiece does not guarantee approval of future pieces.

The Program Office responds to all inquiries within **4** business days of receipt.

*Prototypes, mock-ups, previous used mailpieces, etc. can be submitted as the representation of the final mailpiece to see if the proposed concept would meet the TSI Promotion criteria (pre-verification). **PDF's are not acceptable.**

Pre-verification does not exclude mailer from sending the actual pieces for final authorization. The actual mailpiece (including the contents) **must** be submitted to the TSI Promotion Office at minimum one week prior to the first mailing for final evaluation and to receive authorization to claim the TSI Promotion discount. 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.

When submitting a mailpiece for consideration, the process outlined below **must be followed**. Not adhering to this process will result in **delays and/or disapprovals**.

The **mailer or MSP** must mail the hard copy mailpiece(s) and provide the **One** Point of Contact (POC)* who will be responsible for the mailpiece throughout the evaluation process, via USPS mailing services to:

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

US Postal Service/TSI Promotion
Attn: Laura Ambrogio, Program
PO Box 1860
Bridgeport, CT 06602

REQUIRED POC INFORMATION

POC Name:
Company Name:
Company Address
POC Email:
POC Phone Number:

- Number each mailpiece being submitted for consideration.
- On each mailpiece, clearly indicate what specific specialty element, technique or treatment is to be evaluated and exactly where that treatment is located on the mailpiece. Also provide a brief explanation how the applied treatment(s) supports the marketing message of the mailpiece.
 - ✓ To ensure delivery to the TSI Promotion Office, USPS products or services must be used. FedEx and UPS do not deliver to PO Box addresses

2021 TACTILE, SENSORY & INTERACTIVE PROMOTION REQUIREMENTS

*Delays and/or disapprovals shall result from the lack of inclusion of all the required information listed above.

All mailpieces are retained by the TSI Promotion Office and are used to substantiate that the pre-verification mailpiece(s) indeed matches the final mailpiece that are required to be sent to the promotion office, and match what was submitted for acceptance at the BMEU

**Authorization does not guarantee discounts. Mailers must complete the promotional requirements including but not limited to proper document submission through PostalOne.

IV. TECHNICAL INFORMATION

To claim the discount for mailings submitted via Mail.dat or Mail.XML, the Component Characteristics Record (CCR) file should be populated with the **two-letter characteristic "SS"** for the 2021 Tactile, Sensory & Interactive Promotion.

For further technical information, please refer to Technical Specifications on PostalPro: <https://postalpro.usps.com/promotions>

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.

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

V. TSI PROMOTION OFFICE CONTACT INFORMATION

Email: tactilesensorypromo@usps.gov
Mail: **NEW PO BOX Address**
US Postal Service/TSI Promotion
Attn: Laura Ambrogio, Program
PO Box 1860
Bridgeport, CT

The TSI Promotion Office responds to all inquiries within **4** business days after receipt.

FedEx and UPS do not deliver to PO Box addresses. To ensure delivery to the TSI Promotion Office, please use Postal products or services.

Be sure to take advantage of our PostalPro™ website for information and resources pertaining to our Promotions & Incentives: <https://postalpro.usps.com/promotions>

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

2021 TACTILE, SENSORY & INTERACTIVE PROMOTION REQUIREMENTS

VI. REVISION HISTORY

Date	Section	Reason For Revision	Version
12-7	Authorization	New PO Box Address	V2
Date	Section	Reason For Revision	Version
12-8	Authorization	Zip + 4 for PO Box	V3
Date	Section	Reason For Revision	Version