

2016 Promotions MTAC Open Session

November 17, 2015

PRC Filing Status

- **Filed 2016 Promotions with PRC on Monday, 11/16/2015**
- **Distributed Draft Requirements documents today**
- **Build on 2015 promotions**
- **Incorporates new tech**

CY15 Promotions Year-to-Date Results

Values in Millions

CY15 Promotions <ul style="list-style-type: none"> • Earned Value • Emerging & Advanced Technology • Color Transpromo • Mail Drive Mobile Engagement 	Actuals YTD ¹	Projected Year End ²
Participating Volume	8,989	10,331
Participating Revenue	\$2,187	\$2,723
Discount	(\$55)	(\$62)

Note(s):

1/ Calendar Year-to-Date through November 6, 2015

2/ Projections for ongoing promotions are estimated using the current run rate

Evolve the mail for long-term growth

First-Class Mail Strategy

Encourage a change from cost center to revenue opportunity

- **Earned Value:**
 - FCM retention
 - Credit earned for producing Customer Reply Mail and Business Reply Mail
- **Personalized Color Transpromo:**
 - Place color marketing messaging on FCM piece

Advertising Mail Strategy

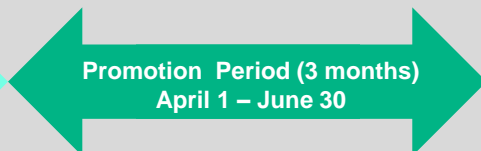
Leverage emerging technology to improve response rates and open new markets

- **Emerging/Advanced Technology (FCM included):**
 - Bridge physical mail to digital experiences
- **Tactile, Sensory & Interactive Engagement:**
 - Advancements in printing techniques
- **Mobile Shopping:**
 - Link to mobile-optimized purchasing capability

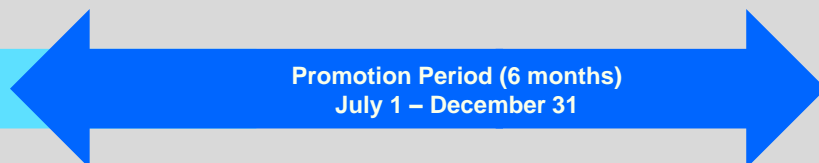
JAN — FEB — MARCH | APRIL — MAY — JUNE | JULY — AUG — SEPT | OCT — NOV — DEC

FIRST-CLASS MAIL®

Earned Value

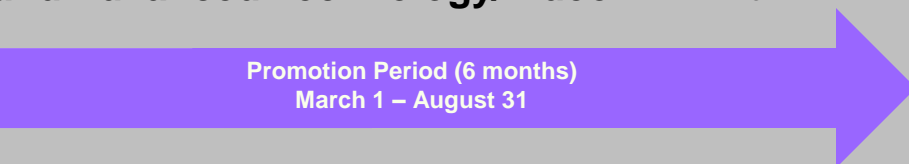


Personalized Color Transpromo



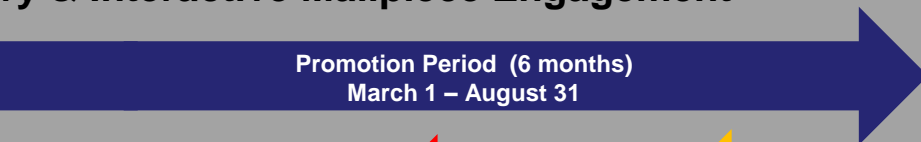
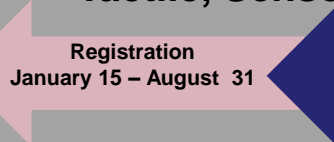
STANDARD MAIL® AND FIRST-CLASS MAIL

Emerging and Advanced Technology/Video In Print

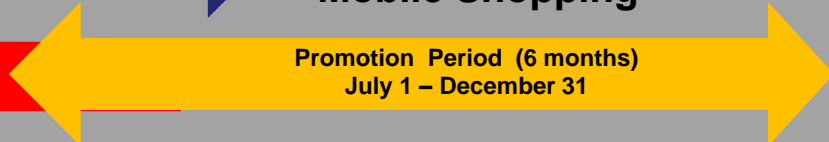


STANDARD MAIL

Tactile, Sensory & Interactive Mailpiece Engagement

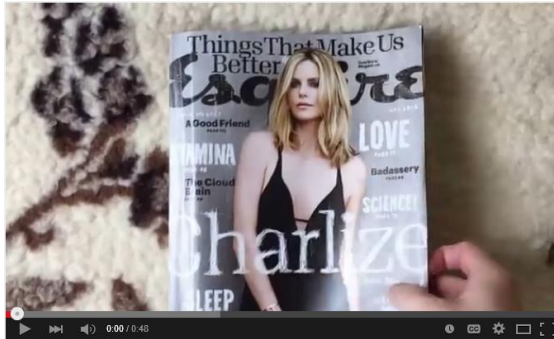


Mobile Shopping



Emerging & Advanced Technology Promotion

- Small LED screen integrated into printed piece



Chevy Colorado Esquire Video In Print Magazine Ad
<http://bcove.me/c6lycapc>



Chevy Colorado Esquire Video In Print Magazine Ad



- Cineprint Technology: semi-translucent paper with Tablet insert



- Personalized Interactive Video
- Video/Marketing Automation Platforms
- Streaming Video Tools

Emerging & Advanced Technology Promotion

- iBeacon/Beacon technology



Beacon “Stickers”



Stickers applied to mailpiece can:

- Connect the user to digital content
- Drive the user to a retail location with beacon hardware for special offers and experiences

Emerging & Advanced Technology Promotion

- Enable testing of various technology treatments
- Mailers may enter up to 10% of a given mailing volume that does not meet program requirements
- 90% (Design A) earns the 2% discount at entry
- Remaining <10% (Design B) can earn the 2% discount after response rate and results data is tabulated and submitted for consolidation.
- Summary-level data will be shared with the industry



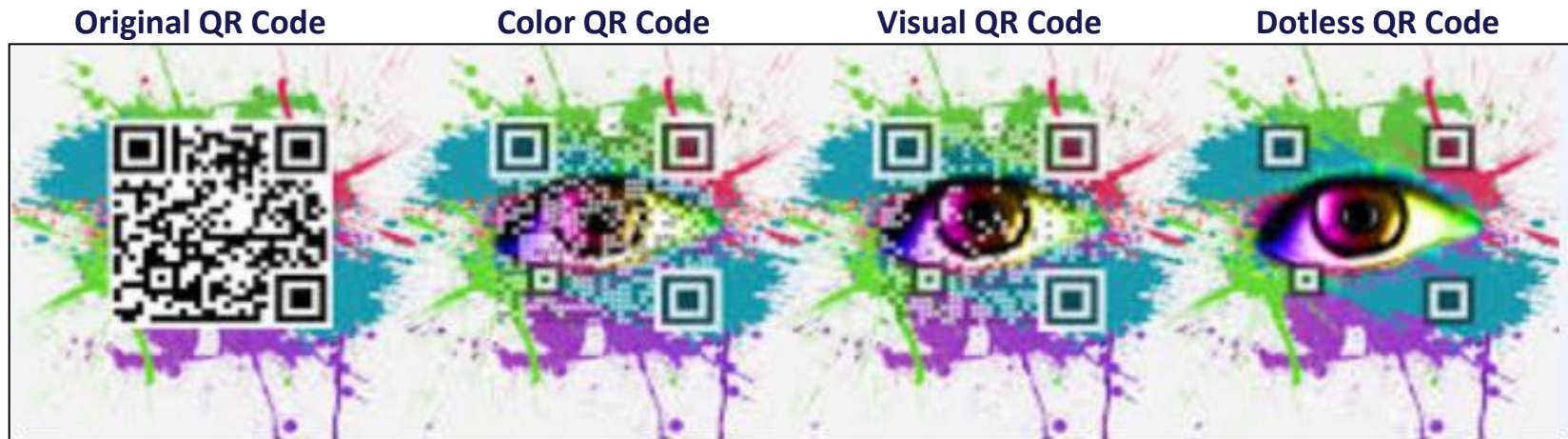
Tactile, Sensory & Interactive Promotion

- Incorporate continued innovations in print technology
- Sensory engagement helps drive increased customer response
- Advances in paper characteristics can create a WOW factor that is not possible through other channels
- Recent Neuroscience studies support the powerful impact of tactile and sensory experiences on memory and brand associations



Mobile Shopping

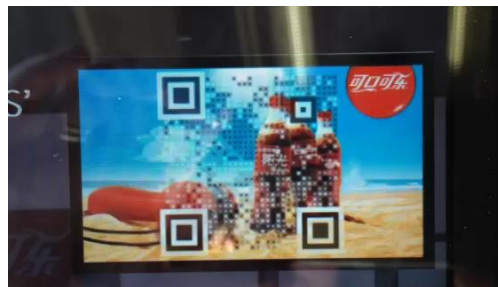
- QR Code Evolution



Voice QR Code

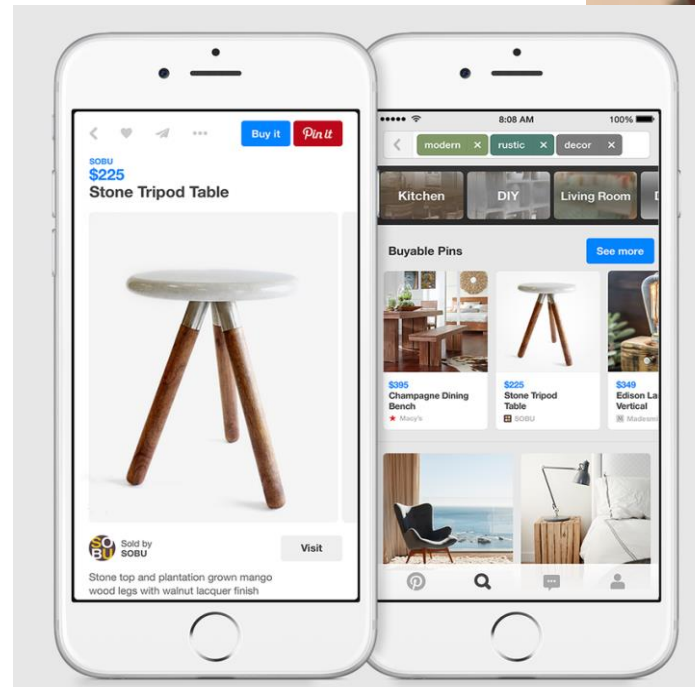
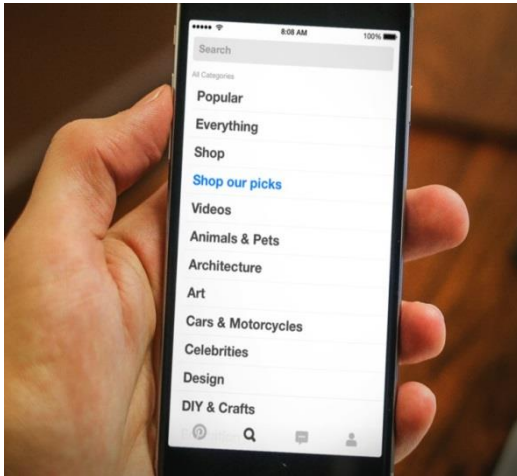
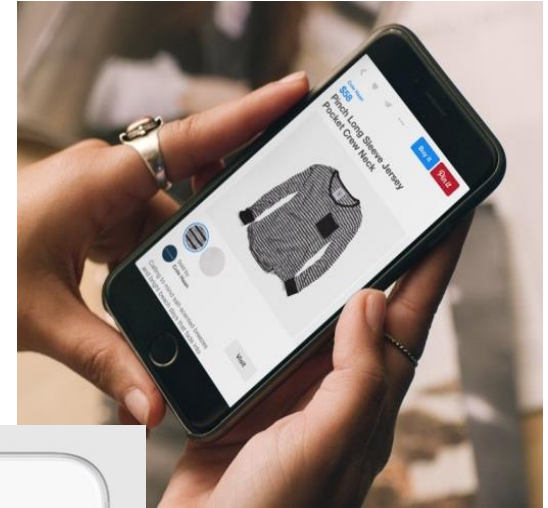


Animated QR Code – great tool in multichannel/digital pairings



Mobile Shopping

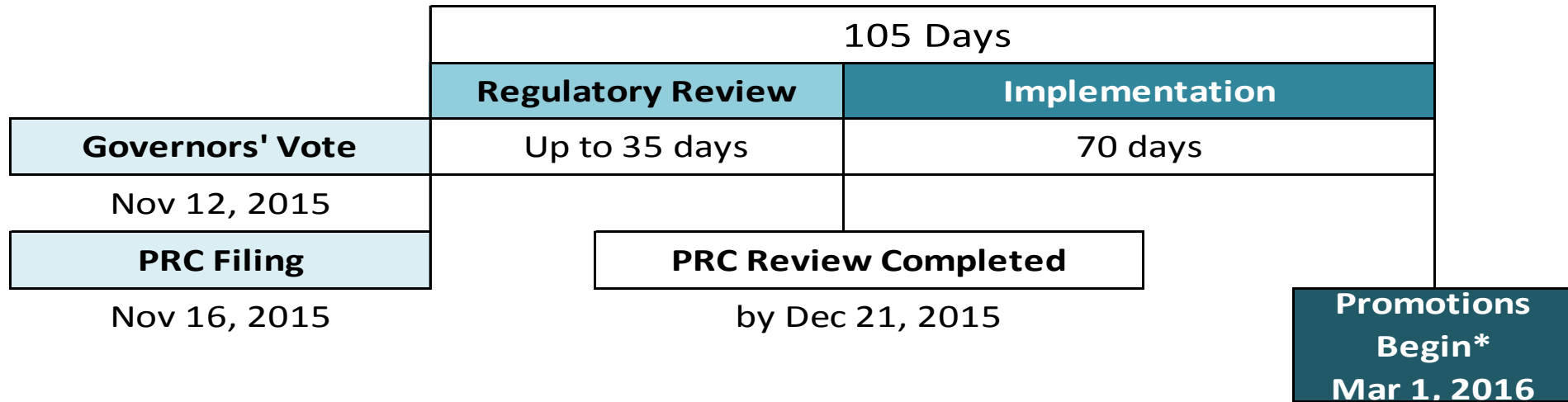
- Social “Buy Now” Button
 - Link the mailpiece to social platforms and ‘Buy Now’ purchases
 - Pinterest, Instagram, Facebook, YouTube, Twitter, Tumblr, etc...



MTAC Workgroup Sessions

- Deeper discussion on the new requirements
- Opportunities for questions and feedback
- Will continue to work with User Group 8 on any revisions

PRC Promotions Review Process



Thank you!