



## **Acceptable Color Statement**

## 2016 Personalized Color Transpromo Promotion Best Practices



#### Any Credit Card Company

### This Month's Statement

New Balance...........\$4,629.84 Current Payment Due......\$25.00 Payment Due Date......4/01/16

### Hi, Jane Doe! 🚱



Based on your transactions, you went to FRUGAL CINEMAS once and you subscribed to Netflix. Here are some new films this month and a coupon for a free large popcorn at FRUGAL CINEMAS Gallery Place 14.

- Bright colors to draw the reader in.
- Personalized details that are unique to the reader.
- Call-to-action







FREE LARGE
POPCORN
EXP. 4/01
Only Avaiable at
FRUGAL DINEMAD
Galery Place 14

#### What Our Customers Say

"Our experience... with USPS Color Promotions has changed our behavior when creating marketing messages to include on our customer communications. It encouraged us to review stagnant creative.. (and) develop contemporary marketing offers that align and compliment our national advertising spots."

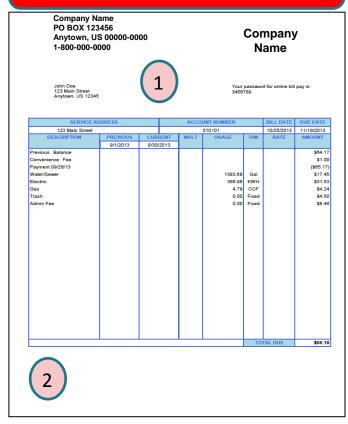
Representative of Fortune 500 Insurance Company



# **2017 Personalized Color Transpromo Samples**



# **Unacceptable Color Statement**



- 1. Statement does not contain a dynamically printed promotional or consumer information message.
- 2. Color is only used in transactional fields.



Unacceptable Color Statement (at the end of the bill or statement)



- 1. Promotional message is an addendum or separate page added to the statement.
- Statement is not dynamically printed.