

United States Postal Service®

INDUSTRY ALERT

March 2, 2017

Congratulations to the Standard Group for Winning the 3rd Quarter of the 2017 Irresistible Mail™ Award

It is our great pleasure to announce that **The Standard Group's "Holiday Inkling Mystery Game"** campaign is our newest Quarterly Winner. Congratulations to **The Standard Group** for designing and printing the winning campaign.



The "Holiday Inkling Mystery Game" campaign leveraged mail, email and social media to invite its customers, prospects and employees to go online and play the game. The invitation featured a creative opening, and 16 customized elements including a pop up cube with a picture of the customer's sales person dressed as a character in the game. Conversion was tracked via PURLs, and active players received daily reminder e-mails to solve the mystery in order to receive prizes.

The "Holiday Inkling Mystery Game" joins 1st Quarter winner "Toyota Sienna Superhero" from Gulf States Toyota and 2nd Quarter winner "See It First" from the Lincoln Motor Company and

Structural Graphics as contenders for the Grand Champion title. Only **one** finalist spot remains to be claimed.

The judges would also like to recognize the following submissions as Honorable Mentions:

- **“Alphabet Postcard Campaign”** designed and printed by **Gabriel Group**
- **“Imaginary Friends”** designed by **GS Marketing for Gulf States Toyota** and printed by **Japs-Olson**
- **“January 2017 Business Mailer”** designed by **CustomInk** and printed by **Carlson Print Group**
- **“New Year Direct Mail Campaign”** designed by **Advertising Specialty Institute (ASI)** and printed by **Americor Press**
- **“Share the Love”** designed by **Yokel Local Internet Marketing Inc.** for **Designline Graphics Inc** (printed in-house)
- **“Taco Tuesday”** designed and printed by **Superior Graphics**

You could be our next Quarterly Winner !

Entry is FREE and easy at www.irresistiblemail.com/award

4th Quarter Deadline is March 27, 2017

About the Irresistible Mail™ Award

The USPS Irresistible Mail Award is a quarterly contest that recognizes innovative and effective mail piece designs. The contest is FREE and easy to enter. Quarterly winners are showcased by the Postal Service and compete to become Grand Champion at the 2017 National Postal Forum. For more information and to enter, please visit www.irresistiblemail.com/award.

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