



THINKING AHEAD: ANTICIPATING THE FUTURE NEEDS OF CUSTOMERS

JIM COCHRANE
USPS Chief Customer
& Marketing Officer

USPS
EVOLVING
WITH OUR
CUSTOMERS



THIS IS OUR SEASON

USPS INTEGRATED HOLIDAY CAMPAIGN: REACHING OUR CUSTOMERS NO MATTER WHERE THEY ARE



DIRECT MAIL



TV/RADIO



SOCIAL MEDIA



MOBILE

USPS INTEGRATED **HOLIDAY CAMPAIGN**



DIRECT MAIL

Reaching 105 million households



RETAIL

In 31,000 post offices



PRINT

Running in trusted titles that reach our target USPS audience

USPS INTEGRATED **HOLIDAY CAMPAIGN**



TV

**60, 30, & 15 second
commercials**

6 second online video
ads for Facebook
& Youtube



HISPANIC TV

**30 & 15 second
commercials**

6 second online video ads
for Facebook
& Youtube



RADIO

**Including Informed
Delivery tagline**

USPS INTEGRATED **HOLIDAY CAMPAIGN**



SOCIAL CONTENT INFLUENCERS

Nikki Phillippi
& Lilly Singh*



SOCIAL POSTS

Building awareness around
purchasing stamps and sending
cards*



SOCIAL POSTS 2

Driving awareness of
USPS and our unique
shipping offerings this
holiday season

USPS INTEGRATED HOLIDAY CAMPAIGN



PRINT MEDIA



USPS INTEGRATED **HOLIDAY CAMPAIGN**



HOLIDAY MICROSITE

Helping customers with all their USPS needs, including ship dates, ordering supplies, etc.



DIGITAL BANNERS

Assisting consumers in ordering supplies and building awareness for Informed Delivery



OPERATION SANTA

Celebrating a 105 year tradition with NYC pilot that involves digitizing access and process to the program



**WHO IS THE
CUSTOMER OF
THE FUTURE?**

ONE COMPANY, ONE DELIVERY NETWORK



SHIPPING

Tremendous Growth
Last mile competition



MAIL

Secular change

TWO BUSINESS CHANNELS

WHAT IS IMPORTANT TO THEM?

- Digital access: being able to shop and access information 24/7
- Experiences, not products
- Instant access, not ownership, on-demand
- “Scanability” — *Schedules are busy, attention spans are short (and getting shorter).*



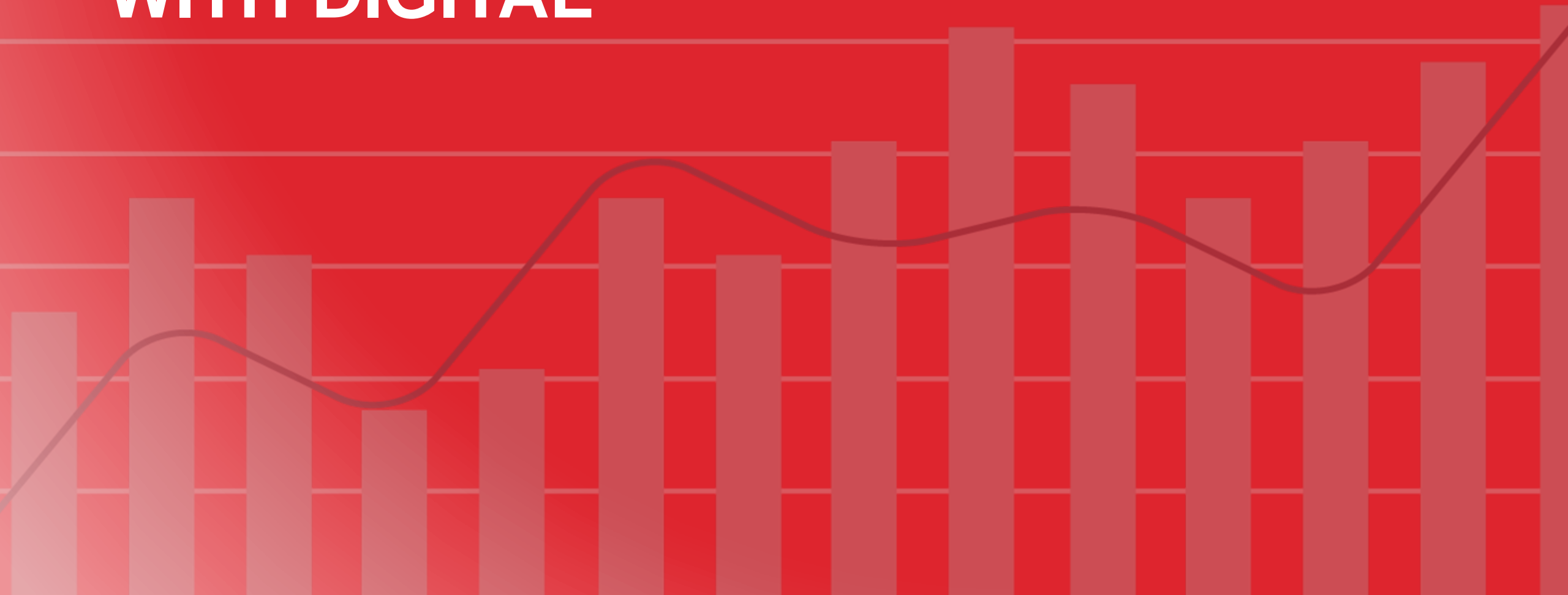
GOING FORWARD

ATTENTION IS THE NEW CURRENCY

- **Mobile**
- **Quick content**
- **6 second ads**



EXPANDING OPPORTUNITIES: BLENDING PHYSICAL WITH DIGITAL



TACTILE & PAPER EXPERIENCES RESONATE



SCIENCE CLEARLY SHOWS PAPER CAN BE **MORE IMPACTFUL** AND **MEMORABLE** THAN DIGITAL

- Physical is more real to the brain
- Physical is better connected to memory because it engages with its spatial memory networks
- Physical involves more emotional processing, which is important for memory and brand associations





CX: THE CUSTOMER EXPERIENCE

Our goal is to resonate with our audiences and inspire them to engage with our brand.

WHAT KIND OF EXPERIENCE ARE **WE PROVIDING?**

- The Customer Experience is the next frontier
- Why should marketers care about CX?
- Everything revolves around our customers
- CX is one part of a larger ecosystem



A woman in profile, facing left, is looking at a smartphone. The background is a dark blue gradient. Overlaid on the right side of the image is a faint, semi-transparent image of a city skyline with tall buildings. The text is centered and reads:

ANTICIPATING NEEDS: ADAPTING TO EVOLVING CUSTOMER EXPECTATIONS

HOW DO MARKETERS
DESIGN **VALUABLE**
EXPERIENCES FOR
FUTURE CUSTOMERS?





WHAT'S NEXT? SHIPPING

Shipping is transforming
as we speak, it is the future
and we need to anticipate how it
changes the way we operate.



eCOMMERCE

Outpacing



BUY



RETAIL
Brick and Mortar

COMPETITION *AT THE LAST MILE*



Developments in Delivery Operations

In the wake of a transforming retail landscape, major retailers are owning more of their delivery operations. Same day delivery and streamlined returns processes are key delivery capabilities being developed by retailers to better accommodate the needs of E-Commerce consumers.



WALMART PURCHASES
LAST MILE DELIVERY
STARTUP *PARCEL*



MACY'S AND BEST
BUY PARTNER WITH
SAME DAY DELIVERY
SERVICE *DELIV*



TARGET ACQUIRES SAME
DAY DELIVERY FIRM
GRAND JUNCTION

THE NEW NORMAL

FAST & FREE

**80% of shoppers surveyed want
same-day shipping**

**Retailers are using 3rd parties
to deliver to customers
quickly and easily**



**WHEN YOU SHIP WITH US,
YOUR BUSINESS BECOMES
*OUR BUSINESS***



THANK YOU.

