



# USPS Providing Discounts For Tactile Mail

February 23, 2017



**Lisa Formica**  
President

[lformica@fmidm.com](mailto:lformica@fmidm.com)



**Erik Formica**  
Marketing Solutions Specialist

[eformica@fmidm.com](mailto:eformica@fmidm.com)



**David Mills**  
CEO

[dmills@fmidm.com](mailto:dmills@fmidm.com)

# Agenda



USPS Promotion Details



Touch & Sensory Engagement



Examples & Ideas



Question & Answer



# USPS Promotion

## Tactile, Sensory & Interactive Mailpiece Engagement

- ▶ **Promotion Period:** February 1st through July 31st 2017
- ▶ **Discount Amount:** 2% of 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. Normal postage prices listed in the published Price List (Notice 123) apply to the mailing and the discount is applied to those prices
- ▶ **Eligible Mail:** Standard Mail® letters and flats  
Nonprofit Standard Mail letters and flats

# Touch & Sensory Engagement



*"...when touch is part of an experience, it helps shift the brain into a deep level of engagement."*

Dr. David Eagleman

*A Communicator's Guide to the Neuroscience of Touch*



## Direct Mail Engagement

*Companies that employ unique formats see response rates 3x higher than traditional mail on average.\**



**3X**  
MORE  
EFFECTIVE

\*Source: USPS website: <http://irresistiblemail.com/#/formats>

## Promotional Categories



1. Specialty Ink
2. Specialty Paper
3. Interactive Elements



The use of these features must be connected to the marketing message of the mailpiece and must be either bound or sewn into the mailpiece to qualify.



## Specialty Inks

### Optically Variable Ink

- ▶ Photochromic (changes with UV light exposure)
- ▶ Thermochromic (changes with temperature)
- ▶ Piezochromic (changes with applied pressure)
- ▶ Hydrochromic Ink (changes with water)

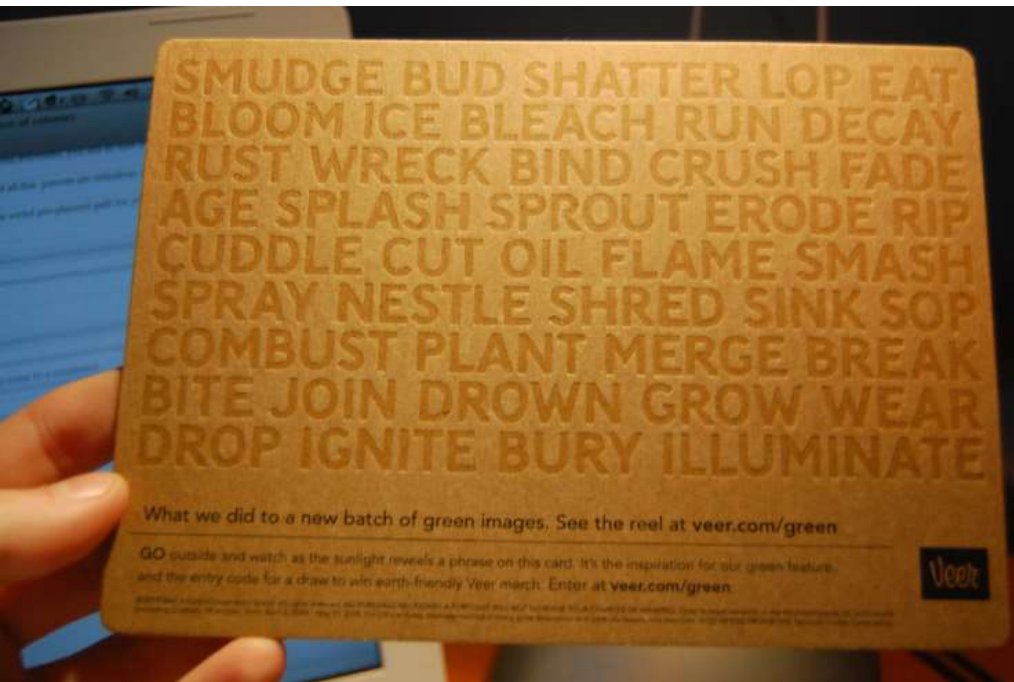


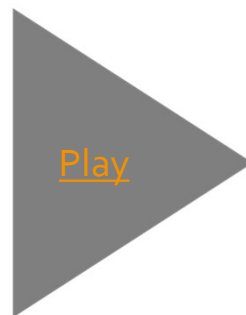
**NOT QUALIFIED FOR PROMOTION**

Spot fluorescents, high-gloss varnish, spot metallics

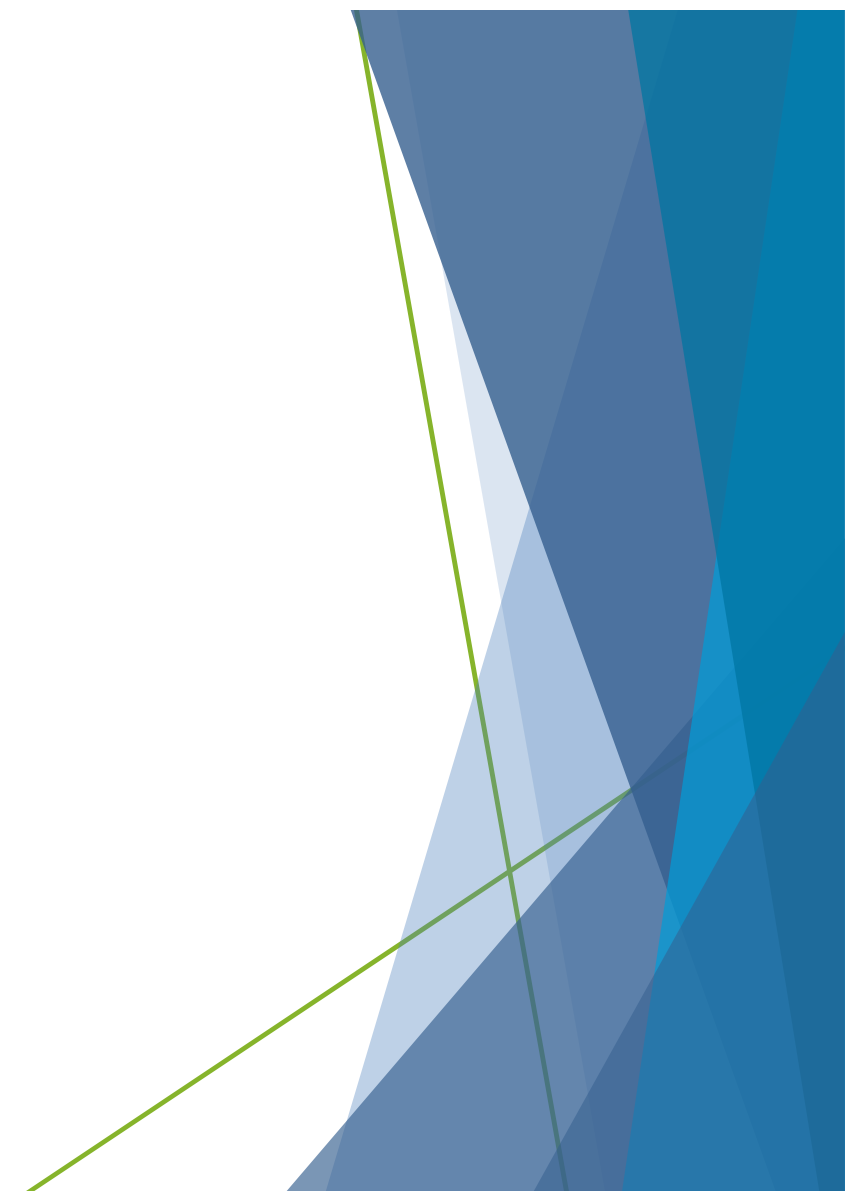








Watch video: [fmidm.com/webinars](https://fmidm.com/webinars)





## Specialty Paper

- ▶ Paper infused with scent
- ▶ Paper incorporates a sound chip, speakers
- ▶ Paper contains edible component
- ▶ Visual Engagement & Textural Treatments
  - Special Effects, Filters, Holographic, Lenticular
  - Specialty UV Coatings (Sandpaper touch, Velvet/Soft touch)



### NOT QUALIFIED FOR PROMOTION

Scratch-off, borders, reveals, die-cuts, stickers, detachables, pull tabs and zip-strip opening mechanisms.







COVER





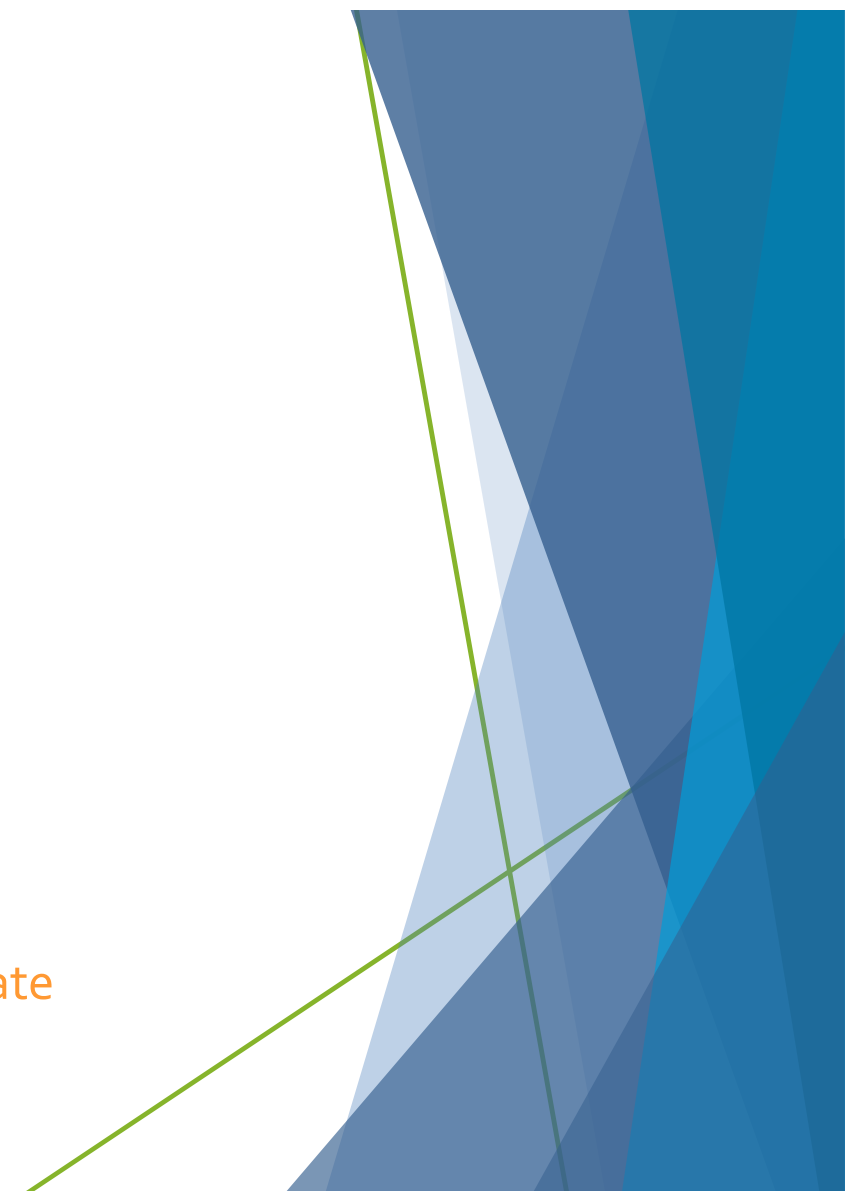
## Interactive Elements

- ▶ 3-Dimensional
- ▶ Pop-up
- ▶ Infinite Folding



### **NOT QUALIFIED FOR PROMOTION**

Simple folds such as half folds, tri-folds, gate folds, iron cross or accordion.





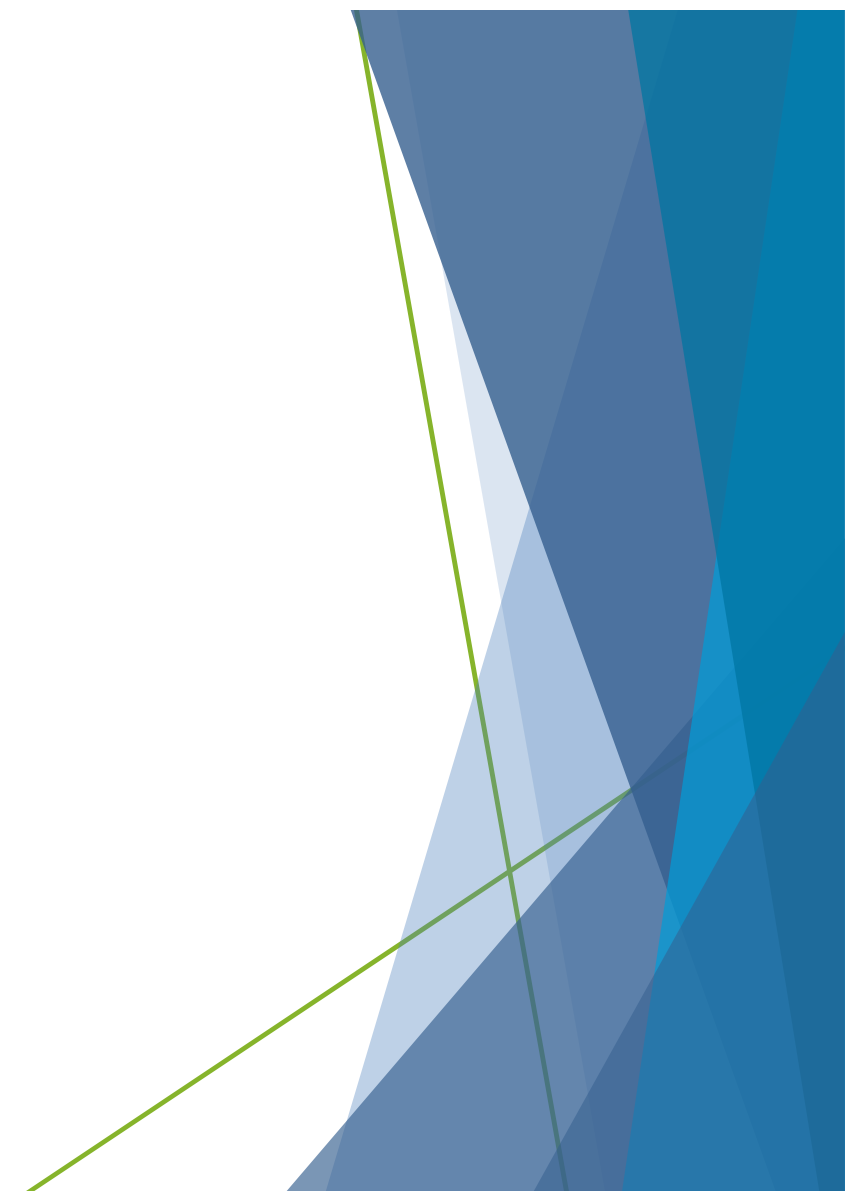








Watch video: [fmidm.com/webinars](https://fmidm.com/webinars)





# Questions?

## Get in touch!

215-464-0111

Erik Formica: [EFormica@fmidm.com](mailto:EFormica@fmidm.com)

Lisa Formica: [LFormica@fmidm.com](mailto:LFormica@fmidm.com)



## Upcoming Webinars

Thursday, March 2

TotalTrac Demonstration: Platform to Track, Trigger & Measure Campaigns

Thursday, March 30

How to Integrate Offline & Online Marketing Channels

**REGISTER** at [fmidm.com/events](http://fmidm.com/events)