

## **2020 TACTILE, SENSORY & INTERACTIVE PROMOTION**

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# 2020 TACTILE, SENSORY & INTERACTIVE PROMOTION REQUIREMENTS

## I. BACKGROUND

The Tactile, Sensory & Interactive (TSI) Promotion leverages the technological advances within the print industry that encourages sensory engagement with the physical mailpiece.

The print industry has been actively innovative not only in print production equipment, but the fundamental elements of the mail itself through new developments in papers/stocks, substrates, finishing techniques and inks. These elements can be incorporated to engage a multi-sensory experience through special visual effects, sound, scent, texture/tactile treatments, and even taste! In addition, interactive mailpiece features (such as pop-ups, infinite folds, or other dimensional treatments) can also help drive a marketer's customer's engagement. Neuroscience and neuromarketing research supports the potentially significant impact on brand recognition and message recall when marketing materials engage tactile experiences and/or senses. By leveraging the physical aspects of the mailpiece as well as the advances in print technology, marketers can enhance how their consumers interact and engage with mail

## II. PROMOTION DESCRIPTION

The TSI promotion encourages marketers to incorporate innovative techniques and treatments on their mailpieces in order to drive their customer engagement and response rates.

There are three featured categories in this promotion:

- Specialty inks
- Specialty paper
- Interactive elements

**Registration Period:** December 15, 2019 – July 31, 2020

**Promotion Period:** February 1, 2020 – July 31, 2020

**Discount Amount:\*** 2% off eligible postage. The discount is calculated in *PostalOne!*<sup>®</sup> 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.

**\*It is the mailer's responsibility to confirm the discount has been properly applied to the postage statement.**

**\*\*Only one promotion discount can be applied to a mailpiece or mailing. The use of multiple qualifying technologies and/or print treatments on or within a mailpiece will not increase the discount amount.**

**Eligible Mail:** USPS Marketing Mail™ letters and flats  
Nonprofit USPS Marketing Mail™ letters and flats

**Ineligible Mail:** First-Class Mail<sup>®</sup> presort & automation letters, cards & flats  
Periodicals  
Bound Printed Matter  
Media Mail

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### III. ELIGIBILITY REQUIREMENTS

Past acceptance/approval in prior year promotions does not guarantee acceptance/approval in the 2020 promotions. Please review this document to ensure that the mailpiece meets all 2020 TSI Promotion requirements.

#### A. MAILPIECE CONTENT REQUIREMENTS\*

*All mailpieces must be submitted **via USPS mail** to the TSI Promotion Office for review and approval\*\* no later than one week prior to the first mailing. Each mailpiece is reviewed individually. Therefore, approval of any one mailpiece **does not guarantee** approval of future pieces.*

**The Promotions Office responds to all inquiries within 4 business days of receipt.**

The treatments which create tactile, sensory and interactive engagement can be categorized into specialty inks, specialty papers and other interactive features. Applying these treatments to the envelope and/or the mailpiece is equally important to drive response rates. TSI promotion participants are encouraged to apply these techniques to the envelope, the mailpiece or both in order to maximize results. The mailpiece can incorporate one or more of the treatments (or any combination) on the outside of the envelope, on the actual mailpiece or both\*\*\*.

\* All treatments must be both visible and distinguishable.

\*\* PDF's are not acceptable for review by the TSI Promotion Office, the actual physical mailpiece must be submitted.

\*\*\*Samples enclosed within the envelope and envelope opening mechanisms are not eligible for the TSI Promotion. Samples include, but are not limited to; coins, fabric, greeting cards, dream catchers etc.

Only the envelope and/or the actual mailpiece that have approved TSI treatments applied are eligible for the TSI Promotion. The treatment must be closely related to or supportive of the overall marketing message. If the treatment is applied on the mailpiece it must be prominently displayed within the first ½ of the content.

Envelopes must meet automation compatibility requirements.

#### **Specialty Inks:**

The specialty inks must enhance the engagement and value of the mailpiece. Unique properties of specialty inks must be both visible and distinguishable on paper. Inks that are absorbed into the substrates thereby the applied ink is not visible and distinguishable to the TSI Promotion Office, are not qualified.

Qualifying inks may include but are not limited to:

- Conductive inks: Inks with components are used to print a circuit and inserts that can be used to activate an electronic device. These inks often contain metals such as copper, and are printed onto paper and substrates like any other ink. Printed components can include elements such as tiny, flexible batteries that power the printed circuits. Users press a "button" to close the circuit, and can activate other devices, such as lights, sound chips, or other electronic sensors and components.
- Leuco Dyes/Thermochromics: Heat sensitive dyes or inks change color in variation in temperature
- Photochromic: Changes color with UV light exposure
- Optically Variable Ink: Contains metallic materials that change appearance when viewed from different angles
- Piezochromic: Change appearance under pressure
- Hydro chromic: Changes appearance when exposed to water or liquids

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**Note:** *If the specialty ink used looks like a photo and is not distinguishable by the qualities of the ink application used, it does not qualify for the promotion. Metallic ink and clear ink (5<sup>th</sup> color) are not eligible for the 2020 TSI Promotion.*

### **Specialty Papers:**

There are a variety of paper substrates that lend themselves to the incorporation of unique treatments that can trigger sensory engagements. A mailpiece with these treatments can create stronger user engagement and potentially greater response rate and return on investment.

The specialty paper must have one or more of the treatments (or combination) listed below.

**Scent, Sound and Taste:** The use of these treatments/features must be connected to the marketing message of the mailpiece and must be either bound or sewn into the mailpiece to qualify.

- **Scent\***: Paper infused with scent (ex: catnip, fresh bread), microencapsulated scents (opening mechanisms excluded)
- **Sound**: Paper that incorporates sound chip/speakers (ex: motorcycle engine sound)
- **Taste**: Paper that incorporates edible components.

**Visual and Textural:** These features must be in support of the mailer's marketing message.

- **Visual**: Paper that incorporates special effects (ex: filters, holographic, lenticular)
- **Textural**: Paper that incorporates textural treatments that can be sensed by touch alone. Paper surfaces may be coated, or made of unique materials or incorporate techniques such as embossing or other surface treatments (ex: sandpaper, soft/velvet touch)

The specialty paper used must be visible and distinguishable by the physical characteristics of the paper and/or the techniques used to qualify for the promotion. Textual treatments that are absorbed into the substrates thereby the treatment is not visible and distinguishable to the TSI Promotion Office, are not qualified

**Note:** *Laminated postcards, both Full and Spot coverage Gloss treatments are not eligible for the 2020 TSI Promotion. Scratch-off, borders, reveals, die-cuts, stickers, detachable, pull tabs, zip-strip, \*opening mechanisms, greeting cards, coins and samples enclosed within the envelope that have a treatment applied to them **do not qualify** for the promotion*

### **Interactive mailpieces:**

The interactive mailpieces must include an experience that engages the recipient and adds dynamic effects by the use of folds and other dimensional enhancements. Simple folds such as half folds, tri-folds, gate folds, iron cross or accordion folds **do not** qualify. The mailpiece **must include** elements that the recipient can physically manipulate (i.e., twist, spin, dial, pull, bend, etc.). The mailpieces may include but are not limited to:

- **3-Dimensional**
- **Pop-ups**
- **Infinite folding**

**Note:** *Scratch-off, borders, reveals, die-cuts, stickers, detachable, pull tabs, zip-strip opening mechanisms nor samples enclosed within the envelope are considered interactive therefore **do not qualify** for the promotion*

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THE DISCOUNT MUST BE CLAIMED AT THE TIME OF MAILING DURING THE PROMOTION PERIOD AND CANNOT BE REBATED AT A LATER DATE

### B. AUTHORIZATION PROCESS

All mailpieces\* participating in the TSI Promotion **must** be submitted **via USPS mail** to the Promotion Office for review and approval no later than one week prior to the first mailing. Each mailpiece is reviewed individually. Approval of any one mailpiece does not guarantee approval of future pieces.

The Program Office responds to all inquiries within **4 business days of receipt.**

\*Prototypes, mock-ups, previous used mailpieces, etc. can be submitted as the representation of the final mailpiece to see if the proposed concept would meet the TSI Promotion criteria (pre-verification). **PDF's are not acceptable.**

Pre-verification does not exclude mailer from sending the actual pieces for final authorization. The actual mail piece **must** be submitted to the TSI Promotion Office at minimum one week prior to the first mailing for final review/authorization to claim the TSI discount. Any final mailpieces that deviate from the prototypes, mock-ups or examples submitted for pre-verification, shall be subject to the loss of the discount.

When submitting a mailpiece for consideration, the process outlined below must be followed. Not adhering to this process will result in **delays and/or disapprovals.**

The **mailer or MSP** must mail the hard copy mailpiece(s) and provide the **One** Point of Contact (POC) who will be responsible for the mailpiece throughout the evaluation process, via USPS mailing services\*\* to:

US Postal Service  
Attn: Tactile, Sensory & Interactive Promotion  
PO Box 23282  
Washington, DC 20026-3282

#### **REQUIRED POC INFORMATION**

POC Name:  
Company Name:  
Company Address  
POC Email:  
POC Phone Number:

\*\*To ensure delivery to the TSI Promotion Office, USPS products or services must be used.  
FedEx and UPS do not deliver to PO Box addresses

- A) Number each mailpiece being submitted for consideration.
- B) On each mailpiece, clearly indicated what specific specialty element, technique or treatment is to be evaluated and exactly where that treatment is located on the mailpiece. Also provide a brief explanation how the applied treatment(s) supports the marketing message of the mailpiece.

**Delays and/or disapprovals shall result from the lack of inclusion of all the required information listed above.**

All mailpieces are retained by the TSI Promotion Office and are used to substantiate that the pre-verification mailpiece(s) indeed matches the final mailpiece that are required to be sent to the promotion office, and match what was actually submitted for acceptance at the BMEU

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### New Qualifying USPS Product – TED-C

Trailing Edge Die-Cut (TED-C) is a USPS product where a mailpiece may have a shape cut into the trailing edge of the letter. To learn more on this innovative design and how to receive PCSC approval please go to PostalPro @ [https://postalpro.usps.com/alternative\\_designs/ted\\_c\\_process](https://postalpro.usps.com/alternative_designs/ted_c_process). Once PCSC has approved a TED-C mailpiece, the actual mailpiece and the approval letter issued by the PSCS must be mailed to the TSI Promotion Office for authorization to claim the TSI Promotion discount.

**\*Only one promotion discount can be applied to a mailpiece or mailing. The use of multiple qualifying technologies and/or print treatments on or within a mailpiece will not increase the discount amount.**

**\*\*Authorization does not guarantee discounts. Mailers must complete the promotional requirements including but not limited to proper document submission through PostalOne.**

### C. REGISTRATION REQUIREMENTS

Participants and/or Mail Service Providers (MSPs) must register on the Business Customer Gateway (BCG) via the Incentive Program Service ([gateway.usps.com](http://gateway.usps.com)). Promotion participants must complete their registration which includes, agreeing to the promotion terms and specifying which permits, MIDS and CRIDs will be participating in the promotion. The TSI Promotion Office recommends that participants register several days in advance of the first qualifying mailing.

If you need Additional Assistance with enrollment you must contact the *PostalOne!* Helpdesk at (800) 522-9085 or [postalone@usps.gov](mailto:postalone@usps.gov)

A user guide for enrollment is available on our PostalPro™ pages at: <https://postalpro.usps.gov/node/350>

#### Auto Enrollment (for Mail Service Providers):

Electronic documentation (eDoc) enrollment using Mail.dat or Mail.XML enables MSPs to enroll their clients in real-time when eDocs claiming the promotion are submitted. During postage statement finalization, **PostalOne!** will validate that the MSP CRID in the eDoc is enrolled as an MSP. The **PostalOne!** system will enroll the client(s) in the promotion based on the "Mail Owner" field data in the eDoc, and will only then calculate the discount if there are no system Warnings. **PostalOne!** will perform validations and generate warnings for MSPs that are not registered and for invalid CRIDS or Mailer IDs. In the case of Warnings, **PostalOne!** will process the eDoc and allow the mailing without failing the file. However, **PostalOne!** will not apply the promotion discount to the mailing

*\*\*\* As part of the terms of participation, all MSP's and mail owners must complete a series of brief surveys about their participation in the promotion.*

### D. MAILING SUBMISSION REQUIREMENTS

**Participants in this promotion agree to claim the DISCOUNT AT THE TIME OF MAILING AND will not ask for a REBATE AT A LATER DATE.**

#### Documentation/Postage Statement

Mailings must be submitted electronically via Mail.dat and Mail.XML or Postal Wizard. Mailings that are prepared and entered by an entity other than the mail owner must indicate the owner's identity in the electronic documentation ("eDoc"). The eDoc must identify the mail owner and mail preparer in the By/For fields by Customer Registration ID (CRID), Mailer ID (MID) or Permit number.

To claim the discount for mailings submitted via Mail.dat or Mail.XML, the Component Characteristics Record (CCR) file must be populated with the two letter characteristic "SS" for the 2020 Tactile, Sensory & Interactive Promotion.

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Participants will be required to affirmatively claim this promotion in the “Incentive Claimed” section on electronic postage statement submissions certifying each mailpiece meets all eligibility requirements.

### **Combined and Commingled Mailings**

The promotion discount can be applied to qualifying pieces within a combined or commingled mailing, but the qualifying mail must be submitted on separate postage statements or by mailpiece version.

Technical Language: Only one promotional discount will be applied per mailpiece version (identified by .mpu Mail Piece Unit and .mpu Segment ID). In a commingled mailing which may contain multiple mail owners, a mailpiece version must be created for each mail owner. The incentive can be claimed independently for each using the CCR file. If needed, mailers may continue to use either the .csm Postage Group ID or the .mpa Customer Reference ID in order to create separate child statements for the pieces which are eligible for incentives. If a mailer is using the customer reference ID to create separate statements a unique MPA record must be created for pieces which are claiming incentive rates.

Further technical information can be found in the USPS Mail.dat Technical Specifications document in section 4.3.1.1 Non-Periodicals Key Postage Statement Generation Fields. The verification statement will continue to consolidate child statements per postage statement generation fields in the Table 4-4.

**Note: Mail must be tendered for acceptance during the promotion period, February 1 – July 31, 2020. All promotion eligible mailings must be finalized in *PostalOne!* no earlier than 12:00:00 AM on February 1, 2020 and no later than 11:59:59 PM on July 31, 2020 (the last day of the promotion).**

If *PostalOne!* issues arise during the promotion period which prevents the timely finalization of Postage Statements within the *PostalOne!* system please follow the instructions illustrated in the *PostalOne!* External Contingency Plan:

[https://postalpro.usps.com/storages/2016-12/852\\_PostalOneExternalContingencyPlan.pdf](https://postalpro.usps.com/storages/2016-12/852_PostalOneExternalContingencyPlan.pdf)

### **Mailing Date**

Mail must be tendered for acceptance during the promotion period, February 1, 2020 – July 31, 2020. Plant-Verified Drop Shipment (PVDS) mailings that are verified and paid for during the promotion period and qualify for the promotion will be accepted at destination entry postal facilities through August 15, 20120 (PS Form 8125). A PVDS mailing that qualifies for the promotion cannot have verification or the actual drop ship occur prior February 1, 20120. Any qualifying mailing that is accepted and paid for prior to February 1, 2020 is not eligible for the promotion discount.

### **Postage Payment Method**

Postage must be paid using a Permit Imprint or Precanceled Stamp permit. Some Meter Permit mailings may qualify. Every Door Direct Mail (EDDM) deposited at a Business Mail Entry Unit may qualify, but EDDM Retail mailings taken to local Post Office retail units are ineligible to participate.

### **Meter Mail/Precanceled Payment Option**

Meter mailers who wish to claim the incentive must affix the appropriate reduced promotion amounts listed in the table below. Mailers must select the appropriate Postage Affixed Method option as follows:

- If mailer is eligible for VAR/CVAR Meter Mail, all options are available (Lowest, Correct and Neither)
- NonVAR/CVAR Meter Mail: only “Neither” is an option
- Precanceled: Only “Neither” is an option

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Processing Category	Incentive Postage Amount Affixed
USPS Marketing Mail Regular Auto/PRSRT/CR Letters	\$0.14
USPS Marketing Mail Regular Auto/PRSRT/CR Flats	\$0.13
USPS Marketing Mail Nonprofit Auto/PRSRT/CR Letters	\$0.05
USPS Marketing Mail Nonprofit Auto/PRSRT/CR Flats	\$0.05

Any net postage due for the mailing must be paid from an advanced deposit (permit) account.

Please refer to the Notice 123 (<https://pe.usps.com/text/dmm300/Notice123.htm>) for pricing.

\*Only one promotion discount can be applied to a mailpiece or mailing. The use of multiple qualifying technologies and/or print treatments on or within a mailpiece will not increase the discount amount

All existing requirements around mail preparation and acceptance as they are described in the Domestic Mail Manual (DMM) remain in place. Please refer to [http://pe.usps.gov/text/dmm300/dmm300\\_landing.htm](http://pe.usps.gov/text/dmm300/dmm300_landing.htm) for more information.

**E. REQUIREMENTS AT MAIL ACCEPTANCE AND POST-MAILING**

Participants must provide a hard copy mailpiece claiming the promotion discount to the Business Mail Entry Unit (BMEU)/acceptance clerk at the time of mailing. If a mailing agent submits promotional mailings from multiple mailers, a hard copy of each mailer's mailpiece must be presented to the BMEU. All mailings are subject to standard acceptance and verification procedures.

**Seamless Acceptance:**

Mailers participating in Seamless Acceptance must follow the process applicable to their situation to submit mailpiece production samples:

**Facing Slip Requirement for All Seamless Acceptance Mailpiece Samples:** For all promotion production samples submitted by seamless acceptance mailers, the production sample must be attached to a facing slip that contains the following information: Promotion claimed, Mailer name, Mailer CRID and Job ID.

**Mail entered at DMU** - For seamless mailers who use a DMU for mail entry, when a USPS clerk is not present, should deposit production samples with facing slips in an inbox or other agreed upon place. USPS clerks will collect the samples when they visit the DMU and will bring them back to the BMEU to hold for audit purposes.

**Mail entered at a BMEU with no BMEU clerk present** - If no Postal employee is available at the time the mail is deposited at the BMEU, the promotion participant should forward production samples, with a facing slip for each, to the BMEU via mail. Samples can be bundled and sent in batches on a weekly basis.

**Mail drop shipped from a DMU** – When a USPS clerk is not present at the DMU, the participant should deposit production samples with facing slips in an inbox or other agreed upon place. USPS clerks will collect the samples when they visit the DMU and will bring them back to the BMEU to hold for audit purposes.

**Mail drop shipped from other locations** - In this scenario the participant has two options. 1. The participant can hold production samples and deposit them at the BMEU when other mailings are taken to



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the BMEU or the mailer can, 2. Follow the steps above and mail batches of samples with facing slips to the BMEU on a weekly basis.

**Mail entered via postal transportation from mailer facility** – If the mail is coming from a DMU, the participant should deposit production samples with facing slips in an inbox or other agreed upon place. If the mail originates from an as-needed DMU, the participant has two options. 1. The participant can hold production samples and deposit them at the BMEU when other mailings are taken to the BMEU or the participant can, 2. Follow the steps above and mail batches of samples with facing slips to the BMEU on a weekly basis.

### **Using the Self Service Terminal (SST):**

Mailers participating in the promotion and presenting mail using the Self Service Terminal (SST) will see the message below on the screen and **must** certify the agreement on the screen and submit a mailpiece sample and postage statement to the BMEU Clerk.

"This mailing has been identified as participating in an incentive program. By clicking OK, I certify that I am tendering a production mailpiece sample and postage statement to the acceptance employee for verification."

**Post Mailing Requirements:** The Promotion Office will review mailpieces collected at BMEUs to verify that submissions meet promotion requirements. The Postal Service reserves the right to pursue a revenue deficiency for mailings that do not meet all promotion requirements, to unenroll the mailer from the TSI Promotion or restrict participation in future promotions. Additionally, all mailers who receive the discount must retain a hard copy of the mailpiece for one (1) year, and if requested by the Postal Service, must forward the mailpiece to the TSI Promotion Office.

## IV. TECHNICAL INFORMATION

To claim the discount for mailings submitted via Mail.dat or Mail.XML, the Component Characteristics Record (CCR) file should be populated with the **two letter characteristic "SS"** for the 2020 Tactile, Sensory & Interactive Promotion.

For further technical information, please refer to Technical Specifications on PostalPro: <https://postalpro.usps.com/promotions>

## V. TSI PROMOTION OFFICE CONTACT INFORMATION

**Email:** [tactilesensorypromo@usps.gov](mailto:tactilesensorypromo@usps.gov)  
**Mail:** US Postal Service  
Attn: Tactile, Sensory & Interactive Promotion  
PO Box 23282  
Washington, DC 20026-3282

**The TSI Promotion Office responds to all inquiries within 4 business days after receipt.**

FedEx and UPS do not deliver to PO Box addresses. To ensure delivery to the TSI Promotion Office, please use Postal products or services.

Be sure to take advantage of our PostalPro™ website for information and resources pertaining to our Promotions & Incentives: <https://postalpro.usps.com/promotions>

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THE DISCOUNT MUST BE CLAIMED AT THE TIME OF MAILING DURING THE PROMOTION PERIOD AND CANNOT BE REBATED AT A LATER DATE.

**VI. REVISION HISTORY**

Date	Section	Reason For Revision	Version
Date	Section	Reason For Revision	Version
Date	Section	Reason For Revision	Version
Date	Section	Reason For Revision	Version
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