

### Program Highlights:

**Registration Period:** December 15, 2013 – March 31, 2014

**Program Period:** February 1, 2014 – March 31, 2014

**Discount Amount:** 2% upfront discount

**Eligible Classes:** First Class, Standard Mail, Non Profits, Presorted/Automated Flats, letters and postcards

Direct mail continues to face competition from many forms of alternative media. Businesses have a variety of electronic and digital options available and are relying heavily on email marketing and social media to communicate with their customers and to market their products and services. As mobile technology continues to evolve, mail has the potential to offer greater value. To ensure that direct mail continues to be a relevant part of the marketing mix, we encourage businesses and mailers to adopt and invest in technologies that enhance how consumers interact and engage with mail, improving the long-term value of the product. This strategy presents substantial advantages and opportunities for the integration of innovation in the mail now and in future years.

QR codes have become more commonplace in integrated marketing campaigns and have both marketing and brand value, however marketers still express concern that they are visually unappealing. Creativity can turn those QR codes into valuable assets. The 2014 Branded Color Mobile Technology Promotion encourages mailers to push the envelope and expand their mobile technology usage beyond basic QR codes. Attention grabbing QR codes can be the differentiator in getting consumers to become aware of and engage with your brand. By participating, mailers will have the opportunity to receive an upfront postage discount on qualifying mail pieces that use creative elements such as color and/or graphics in their mobile print technology. The **2% discount** is deducted from the postage amounts of qualifying product categories that are paid at the time of mailing.

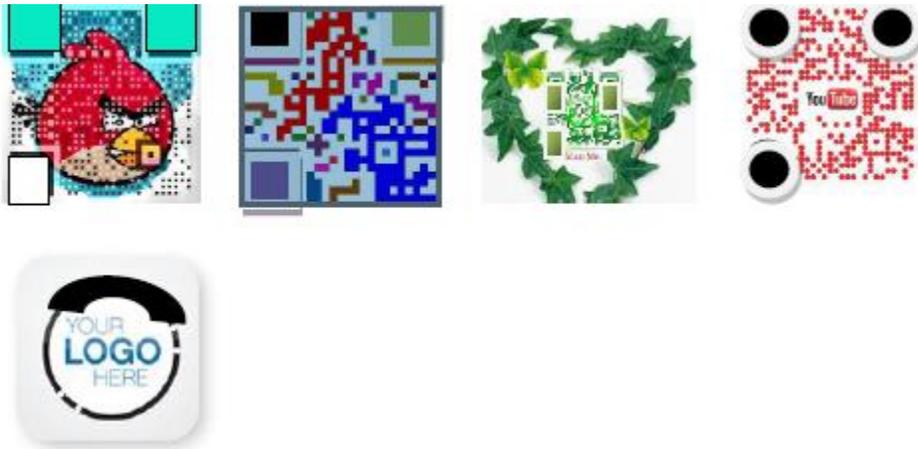
## Eligibility Requirements:

1. **Mobile Barcode Requirement:** All qualifying mail must contain a mobile barcode or equivalent mobile print technology that when scanned by a mobile device leads to a mobile optimized experience.

The mobile barcode must be functional and incorporate **one** of the following:

- a. 2 or more colors (*other than* black, white or gray)
- b. a trademark or graphic that includes a color or multiple colors (*other than* black, white or gray)

### Examples of acceptable mobile barcodes:



### Examples of unacceptable mobile barcodes:



The mobile technology could also potentially incorporate other non-intrusive options that do not interfere with the creative value of the printed mail piece. A color image embedded with a digital watermark or intelligent print image recognition would both meet this requirement.

## Example of digital watermark technology:



## 2. Mail Piece content Requirements.

- Directional Copy Requirement: The mail piece must contain text near the barcode/image providing guidance to the consumer to scan the barcode/image and information about the landing page. Examples include:
  - Scan here to shop our mobile website
  - Scan the barcode to reach our mobile website, etc
  - Scan to download or redeem a coupon
  - Scan this page for special offers
- The destination page(s) must contain information relevant to the content of the mail piece.
- The destination website must lead to a **mobile optimized experience** and must be specifically designed for optimum performance when viewed on a mobile device such as a smartphone or tablet. There are several commonly used techniques in developing mobile experiences to bridge the differences between a full sized monitor and a mobile display. Participants must use these or similar techniques to qualify for the promotion.
  - Screen Size and resolution is adjusted so that users do not have to scroll horizontally.
  - Page sizes are compressed to enable faster downloading
  - Outbound links take users only to mobile optimized pages
  - Contrast and color scheme is adjusted for viewing on smaller screens and outdoor viewing.
  - Device detection directs mobile users to appropriately formatted content
  - Use menu options as opposed to free-text entry whenever possible

## What's the difference between "Mobile Friendly" and "Mobile Optimized"?



Apple's website ([apple.com](http://apple.com)) is "Mobile Friendly". Which means it can viewed on a smartphone because it's an HTML website which is great because you can see the content. But, you still have to zoom in and pinch to really see the information. Also, searching for content and links could be challenging and frustrating

YouTube's website ([m.youtube.com](http://m.youtube.com)) is "Mobile Optimized". Which means it (when viewed on a smartphone) is transformed to fit the screen space that smart phone provides. No zooming or pinching the screen required. It's much easier to find and view the content on a mobile optimized website.

If your site uses Flash, it's neither "Mobile Friendly" nor "Mobile Optimized". This is because some smartphones like the iPhone do not support Flash. Therefore, these smartphones result in displaying dead space where Flash is being used. For example, if your site uses Flash to display an interactive diagram or instructional video it cannot be viewed on these smartphones.

## Registration Requirements:

You must register with USPS to participate in the promotion. This may be done using *the Business Customer Gateway* on or after December 15, 2014 and through March 31, 2014. 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)) and agree to promotion terms at least 2 hours prior to presenting the first qualifying mailing and specify which permits and/or CRIDs will be participating in the promotion.

**If you are uncertain if the design or technology meets the qualifications of the promotion and would like to have it reviewed, please contact the Program Office or your Freeport Press Customer Service Representative.**

**Email:** [mobilebarcode@usps.gov](mailto:mobilebarcode@usps.gov)

**Facsimile:** 202-268-0238

**Mail:** US Postal Service

*2014 Branded Color Mobile Technology Promotion*

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Information and resources will also be posted online on RIBBS and USPS.com at:

<https://ribbs.usps.gov/index.cfm?page=mobilebarcode>

And

<https://www.usps.com/business/promotions-and-incentives.htm?>

Freeport Press is a nationally-recognized leader in the print production of high-quality, short-run niche publications and catalogs, Freeport Press has been in continuous operation at our centrally-located facility in Freeport, Ohio, since 1880. We've made a name for ourselves as the most efficient short-run printer in North America through innovative business practices, continuous investment in state-of-the-art technology, employee development and training, and the strategic implementation of systems and process controls. Our customers know they can expect not only great printing, but real solutions to problems that every publisher faces. Feel free to contact us @ 740-658-4014 or visit us online @ [www.freeportpress.com](http://www.freeportpress.com).