



POSTAL NEWS

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POSTAL SERVICE LAUNCHES DIRECT MAIL AD CAMPAIGN

WASHINGTON, D.C. — Direct mail is the focal point of a new advertising campaign the U.S. Postal Service launched today, April 19. The campaign demonstrates just how influential mail can be in a multi-channel marketing campaign and will appear in major marketing and business publications.

Created by Campbell-Ewald and Draft, the program features three levels of the classic consumer-purchase-behavior path — awareness, consideration and purchase. The first level of the purchase path, “Awareness,” opened the campaign on April 19 and will be followed by “Consideration” on May 3 and “Purchase” on June 7.

“Mail has a unique and personal role in people’s lives. By tapping into this resource, direct mail helps businesses form a more effective marketing plan,” said Rod DeVar, manager of advertising for the Postal Service. “This campaign divides the power of direct mail into three key components of consumers’ purchasing behavior: First, generate awareness of the service or product; second, get the customer to consider a purchase; and third, create an offer that is immediate and compelling to drive the actual purchase.”

“Each advertising medium competes for the most dollars in a marketing campaign,” said DeVar. “The features of direct mail demonstrate that it is a valuable part of an overall marketing plan and can be executed creatively and cost effectively. It is truly the only medium that offers the single, powerful instant when advertisers have a person’s undivided attention to consider their key message.”

The distinct attribute of direct mail — that special connection with the customer — is communicated through the campaign’s theme, “Be Here.” An industry-sponsored research report shows that on average, consumers spend seven minutes each day with mail and that the smart shopping information it contains is useful to at least 75 percent of consumers surveyed. Mail is the only medium with the potential to reach approximately 140 million addresses six days a week.

“Be Here” is a direct-response print ad and direct-mail campaign. In addition to the full page print ads, three direct mailings — coinciding with the publication of these ads — will be sent to advertising decision makers in premier and national account level corporations.

Customers seeking additional information may call 1-800-THE-USPS extension AD4805, send in the direct mail business response card or go on-line to www.usps.com/directmail. USPS will provide specific case studies and position papers tailored to the print ad or direct mail piece to which the customer refers.

The “Be Here” campaign will be appearing in the following publications: Forbes, Business Week, Fortune, Variety, Advertising Age, AdWeek, Direct, Marketing News, DM News, Target and Automotive News.