

United States Postal Service

# NEXT GENERATION CAMPAIGN

2021 AWARDS



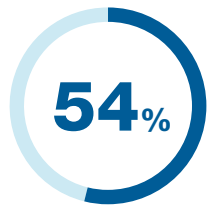
# Digital innovations have transformed direct mail.

Print as a medium has evolved into a hyper-targeted marketing tool powered by digital intelligence. The Next Generation Campaign Awards® contest celebrates those who have successfully embraced digital technologies such as the Informed Delivery® feature, voice assistant, and video with engaging, innovative mailpieces.

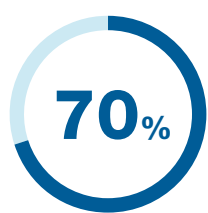


Mailpieces included are the finalists and honorable mentions for the USPS-sponsored Next Generation Campaign Awards contest, but selection does not constitute an endorsement by the Postal Service of the products or services advertised in the mailpieces.

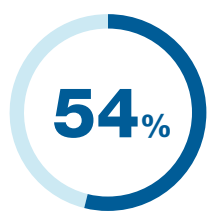
# Did You Know?



**54%** of consumers have tried a new product, service, or establishment in the six months after receiving marketing mail<sup>1</sup>



**70%** of people said mail gives them a better impression of the company that sent it<sup>2</sup>



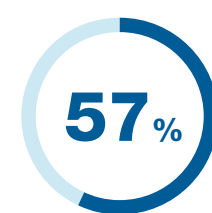
**54%** of Informed Delivery users have purchased or planned to purchase from a website after clicking an interactive ad<sup>1</sup>

# Informed Delivery

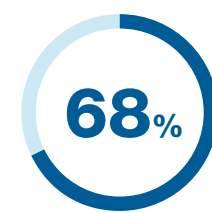
The Informed Delivery<sup>®</sup> service allows organizations to connect their direct mail campaigns and digital marketing strategies by providing users with the ability to preview their mailpiece before it arrives. Customers will continue to be able to view Informed Delivery notifications via email, their online dashboard on USPS.com, and through the USPS Mobile<sup>®</sup> app.



**40M+**  
Registered Users<sup>3</sup>



**57%** of Millennials are paying more attention to their mail after previewing their mail via Informed Delivery<sup>1</sup> notifications



**68%** average email open rate<sup>3</sup>

1. Mail Moments, USPS, Spring 2021 | 2. "Physically Irresistible", Royal Mail MarketReach, 2020 | 3. "Informed Delivery Year in Review: June 2020-June 2021," USPS, July 2021

# Grand Champion Winner



2021 GRAND CHAMPION

FRINTZ

# Frintz

Designed and Printed by Frintz

**Goal:** Introduce a powerful new advertising solution that meets the needs of program partners, local advertisers, and consumers.

In a world where almost everyone has a powerful camera in their pocket, Frintz is providing a new patented direct marketing option that offers free photo printing delivered with ads matched to the photos using AI. The photos and advertisements arrive on the same substrate, and the consumer separates the photo from the advertisement via a micro-perforation which makes the border seamless.

The campaign delivers on three fronts: consumers receive high-quality personal photos, advertisers achieve a minimum 20-40x improvement in response rates compared to typical direct mail, and program partners have access to a high margin, turnkey advertising solution.

“ Frintz represents a perfect market entry opportunity to build and monetize new advertising networks using current business relationships.”

*William Testa, Frintz*





# Grand Champion Finalist



ST. JOSEPH CHILDREN'S HOME

## St. Joe's Picnic for the Kids

Designed by Rock Paper Jones and Printed by HighNote

**Goal:** Encourage and motivate donors to give virtually as if they were at the in-person picnic to successfully fundraise while gatherings were not permitted.

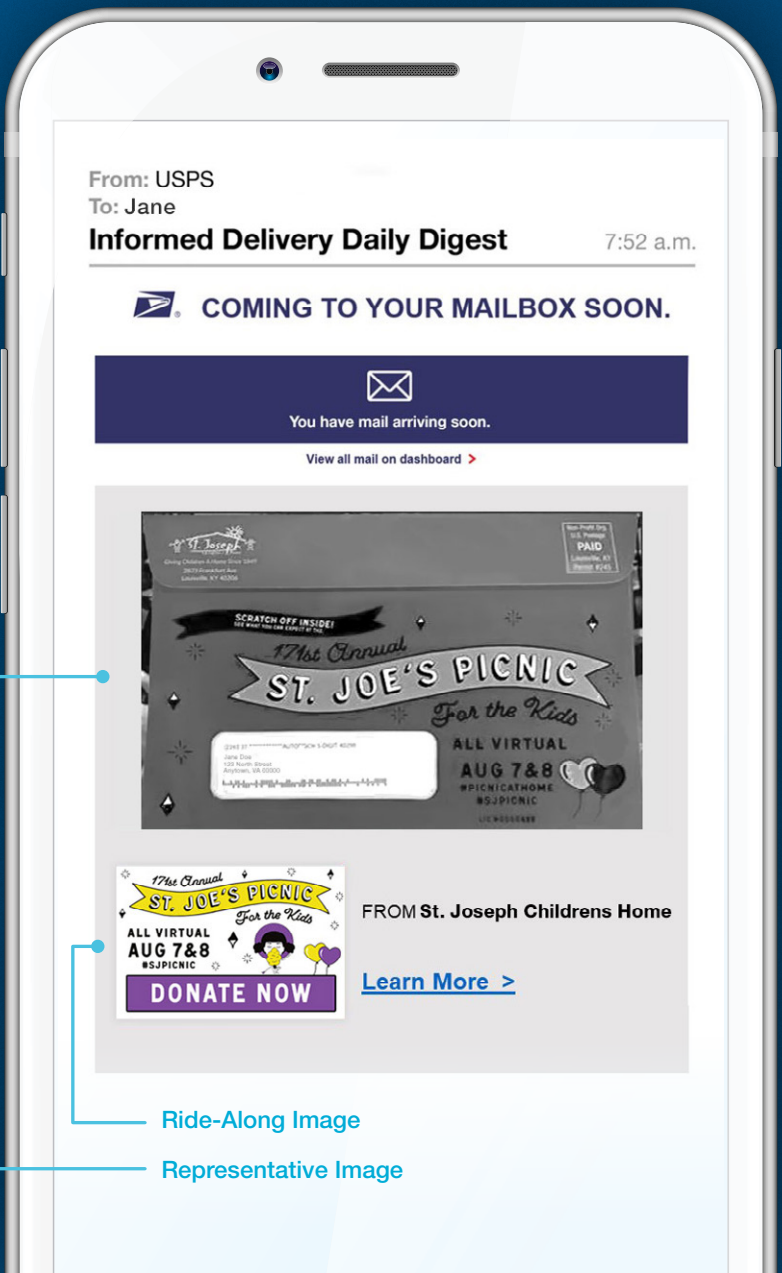
Due to the global pandemic, St. Joe's needed to convert their popular in-person picnic fundraiser into a virtual experience and shift donors to online giving. They partnered with HighNote to execute a multichannel campaign to reach their fundraising goal of \$200,000.

The campaign was centered on an envelope featuring a full bleed picture of the picnic, with a scratch off inside to interactively reveal virtual activities. This print piece was supported by Informed Delivery notifications, social media ads, and other online follow-ups, ultimately achieving a 478% return on investment.

“The campaign used 7 technologies to provide an omnichannel experience that enhanced a highly targeted, personalized direct mail campaign.”

*Karen Olson, HighNote*





Ride-Along Image

Representative Image

# Grand Champion Finalist



CENTRAL SYNAGOGUE IN NEW YORK CITY

# Eli Kaplan Wildmann Virtual Pop-Up Ark

Designed by Eli Kaplan Wildmann and Printed by Structural Graphics

**Goal:** Bring streaming services to life for congregants during the high holidays while the synagogue could not host in-person services.

Seeking a way to give congregants a symbolic piece of the synagogue for virtual worship at home during Rosh Hashanah and Yom Kippur, Central Synagogue turned to designer Eli Kaplan-Wildmann. The resulting three-dimensional tabletop display is interactive, with pull tabs for recipients to reveal different aspects of the piece.

This display was incredibly meaningful to the congregation and was so successful that it was replicated for Hanukkah 2020 with a virtual Hanukkah and for Passover 2021 with a Passover Table Runner.

**A variety of paper stocks and print treatments beautifully represent the ark from the sanctuary, Torah Scrolls, and ornate pieces of stained glass.**







# Innovative B2B Campaign Winner



GUNDERSON DIRECT INC.

## GunderSmile Happier Holidays Gift Package

Designed and Printed by Gunderson Direct Inc.

**Goal:** Spread positivity, prosperity, health, happiness, and community to clients, partners, and prospects after a difficult year.

Moving beyond a traditional holiday card, Gunderson Direct instead mailed a stunning orange metallic padded envelope containing a dimensional mask carrier and three branded #GunderSmile face masks. Gunderson even leveraged the power of smart speakers by enabling recipients to use a voice command to invoke a seasonal greeting.

The gift also featured a charitable social element: every time a recipient posted a picture of themselves or a loved one wearing that month's mask on social media with the campaign hashtag, the agency donated \$5 to Alameda County Food Bank.

“**Brilliant! Just shared with our marketing group, and proposed something similar for a new campaign. Definitely win, win, win opportunity.**”

*Crossover Health*





# Innovative B2B Campaign Finalist



CANON SOLUTIONS AMERICA

## Canon Book Smart Suite Direct Mail

Designed by Trekk and Printed by Copy General

**Goal:** Showcase the latest production inkjet technology in addition to their complete end-to-end solution for digital book printers.

To tell the story of Canon's Book Smart Suite, Trekk created a futuristic tri-fold mailer that served as an example of the image quality and finishing options possible with Canon's newest printing technologies. From the unique die-cut to specialty finishing like soft-touch UV coating, gloss UV, and silver foil, this piece appealed to the senses.

Personalized contact information for each recipient's account representative and a QR Code leading to a video example and a QR Code leading to a request form for a printed book sample helped drive engagement.

“ This has been one of our most popular [campaigns] in terms of organic feedback from customers and prospects who were impressed by the print quality and finishing techniques displayed, as well as the interactivity.”

*Nicole Tully, Canon Solutions America,  
Production Print Solutions*



*With*  
**Book Smart Suite**



*From*  
**CANON SOLUTIONS AMERICA**

**REACHING THE HIGHEST HEIGHTS**

Thanks to a vast selection of integration services, our book begins to production process connected

**SATISFYING RESOLUTION**

Canon's Book Smart Suite provides a specific yet flexible solution for medium- to large-format printing. More

**SCAN HERE**



to see the Book iX Solution in action.

**BESTSELLERS**

# Innovative B2B Campaign Finalist



METRO INTERIOR DISTRIBUTORS

## Metro B2B Promotional Series

Designed and Printed by Polaris Direct

**Goal:** Build brand awareness as an area leader and drive new business.

To best target owners and decision makers at commercial contracting businesses in the tristate area, a highly personalized, omnichannel campaign was developed. Messaging highlighted the top-quality products and customer service offered during an industry materials shortage.

Over the course of three months, prospects were sent a gate-fold mailer, an oversized three-panel piece, and a product portfolio in a soft-touch envelope. Each mailing was tied to digital assets, including social media ads, Informed Delivery notifications, and a dedicated landing page, with more than one QR Code leading to free gift offers.

**This campaign's multi-touch approach generated a good response with over 30,000 impressions per mailing and many calls and inquiries.**





Ride-Along Image

Representative Image

## Honorable Mentions: Grand Champion Award



9922%  
Return on Ad  
Spend

67%  
Response  
Rate

WHAS CRUSADE FOR CHILDREN

### Crusade Appeal Weekend

Designed and Printed by HighNote

Due to the pandemic, more than 60% of annual donations that were normally provided by local fire department donation roadblocks needed to be replaced. The new campaign raised over \$200,000 by supporting a personalized mail piece with Informed Delivery notifications, Facebook, Instagram, and Google ads. Digital ads provided 76 impressions per recipient before, during, and after the mailpiece arrived.

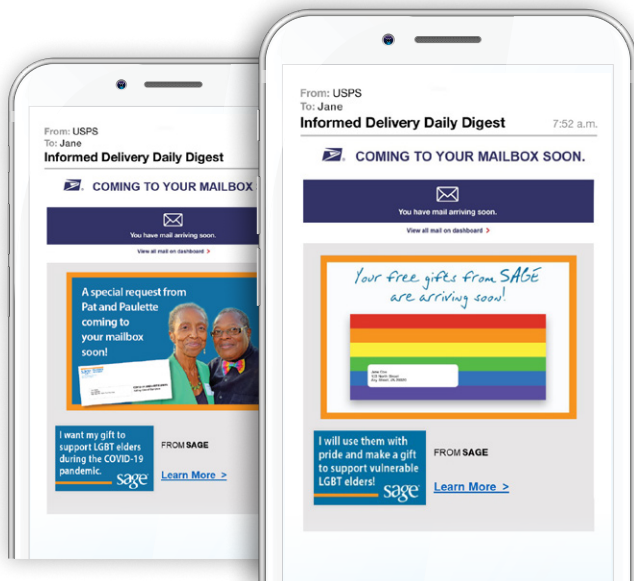
SAGE

### SAGE September 2020 Acquisition Greeting Card Pack & SAGE July Special Appeal – Pat & Paulette

Designed by ImageWorks Creative Group, Inc. and Printed by Alaniz Metro Group for Tripi Consulting

These campaigns demonstrated the value of well-designed elements to achieve fundraising goals, with the acquisition campaign beating revenue projections by 180% and donor projections by 145%, while the special appeal beat revenue projections by 108% and response rate projections by 46%.

Both campaigns included innovative Informed Delivery replacement images that encouraged recipients to watch for the mailpieces.





# Honorable Mentions: Innovative B2B Campaign Award



Each section included augmented reality components so recipients could learn more about the products.

JANSSEN PHARMACEUTICALS

## 3-Section AR Carousel

Designed and Printed by Structural Graphics

This piece mailed flat and opened into a three-section carousel for tabletop display, inspiring at least 72% of recipients to interact with this mailer and 60% to attend a webinar about the company.



18%  
Response  
Rate

CARESTREAM NDT

## Carestream NDT/Industrex 5.2

Designed by The Verdi Group and Printed by Hawver

Oil and gas pipeline weld inspectors received a mailing featuring a sturdy branded multi-tool, reinforcing Carestream's position as the "one tool" that companies need and generating a projected return on investment of 4:1.

# Honorable Mentions: Innovative B2B Campaign Award



**50%**  
Return on  
Ad Spend

POSTAL CENTER INTERNATIONAL

## Keep Your Business Afloat Direct Mailer

Designed and Printed by Postal Center International

To attract attention and communicate that direct mail is a “lifesaving” tool that could keep businesses afloat during a challenging time, Postal Center International created a 3-D mailpiece depicting a pool with personal flotation device-shaped mints inside. The piece’s effectiveness was supported by a Starbucks gift card incentive for those who responded.



**38%**  
Response  
Rate

PARKLAND DIRECT

## Magnolia Springs – Augmented Reality Envelope

Designed and Printed by Parkland Direct

This engaging and interactive envelope brought a scene to life through augmented reality in the Parkland app, demonstrating the potential of one of the fastest ways to cross over digital and direct mail.