Print + Pixel: Only Both Can Save Postal Communication

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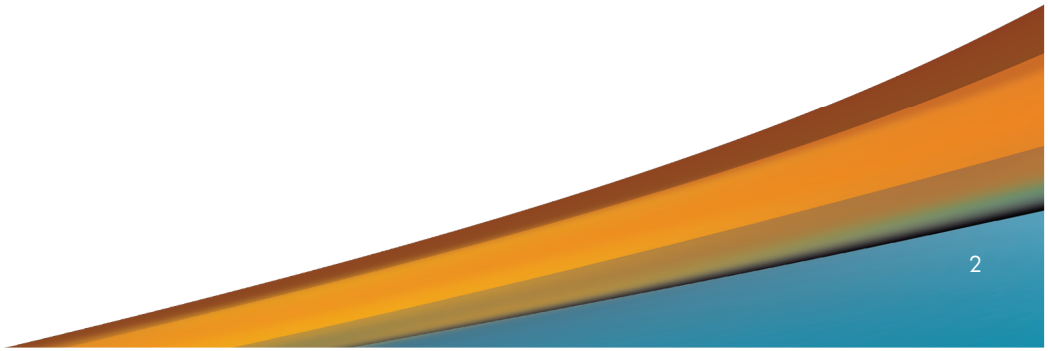
Mail Fun Facts

1653: Renouard *De Valayer set up mailboxes in Paris and delivered any letters placed in them as long as you bought the envelopes from him. (France)*

1837: Rowland Hill invents adhesive postage stamps and uniform postage rates based on weight, not size. (UK)

1872: Aaron Montgomery Ward sends out first Mail Order Catalog. (USA)

The postal industry has always been innovative…



What is your strategy for innovation?

Postal volumes being infringed by alternative marketing

Direct mail impacted by SEO / Email / Facebook

Confusion among mid-tier marketers on what to invest in and what to try

Fear of impact of technology

Gambling is not a strategy…

Is YOUR organization Embracing Technology

- User-created stamps
- QR Code promotions
- Augmented Reality

Are you engaging marketers?

2007: First QR Code Stamp: links to a video history of Grenada's 14th century Alhambra palace. *(Spain)*

Are you engaging in promotions?

USPS Mobile Barcode Promotion

- July to August 2011
- 1/3 of mail pieces during program included barcodes/ QR codes
- Mail pieces containing mobile barcode or 2D barcode eligible for 3% postal discount

Technically reduced revenue between $1.5M and $4.6M

Goal: Education for marketers

Are you using the technology?

Royal Mail Intelligent Stamps / 2010

The Royal Mail's Philip Parker said: "This is the first time a national postal service has used this kind of technology on their stamps and we're very excited to be bringing intelligent stamps to the nation's post.

"Royal Mail's special stamps mark key events and anniversaries in the UK's heritage through a programme which aims to be both educational and informative.

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If you don't have a strategy
– you need one this year

If you don't have a market education program
– you need one now

If your staff doesn't understand the available technology
– hire some help today