The perfect platform for your platform

See how direct mail can be an effective tool for your candidate’s campaign.
The U.S. Postal Service has seen its share of American political campaigns—240 years of them, in fact. And we’ve learned that direct mail can be a resilient, effective, and digitally compatible lead channel to help win political campaigns.

Create clear messaging in a shifting media landscape

Campaigns have unprecedented channels to get the word out. Digital news sources, social media, ad micro-targeting, and shifting TV habits are reshaping the ways we reach people—and are opening options for those who embrace the evolution.

IN 2012, ONLINE/MOBILE NEWS SITES surpassed radio and print newspapers as sources of news consumption, according to a Pew Research Center study.¹

FACEBOOK WAS FOUND TO BE AS OFTEN USED as National Public Radio and late-night comedy shows as a campaign news source, according to a Pew Research Center study.²

TECHNOLOGY HAS EMPOWERED consumers and voters to choose what advertising they see.³

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**Challenge 1**

**Standing Out**
in an onslaught of political ads

**Challenge 2**

**Connecting**
with relevant audience segments where online engagement is lower

**Challenge 3**

**Reaching Voters**
amid critical timing, low media inventory, and high email opt-outs

Know more than who to reach. Know how to reach them.
Put your campaign on center stage—at every voter’s doorstep

Mail can be effective from starting line to victory speech.

Mail can

**REINFORCE** your message in detail.

Mail helps you **MOBILIZE** voters for complex calls to action like registering and voting by mail.

Mail can help you **PLAY** a strong offensive game with directly targeted messages.

Mail can help to **INCREASE** your name recognition.

Implement a solid get-out-the-vote initiative with a strong field program.
Win with tangible messaging and digital engagement

1 MAIL IS THE SPARK
that initiates action, breaking through the clutter.
Invite voters to real-time Q&A events on social media.

2 MAIL TRACKING
offers visibility into the status and timing of mailings.
Offer an augmented reality (AR) video or speech.

3 MAIL CAN INTEGRATE
seamlessly with digital and online engagement.
Link directly to click-to-call.

4 MAIL LEVERAGES
Courtesy Reply Mail™ databases to create deeper and more relevant connections.
Use social sentiment to personalize more content.
Augmented reality (AR). Transform direct mail into an interactive multimedia experience.

QR codes. Guide recipients to visit websites, download apps, or watch video clips.

Near field communication (NFC). With the tap of a smartphone, mail can come to life digitally.

Personalized URLs (PURLs). Facilitate a quick, direct response that’s difficult to ignore.

Respondents to an AR-enabled holiday card launched the experience an average of 3.5 distinct times.2

38 percent

of 18- to 24-year-olds have scanned a QR code in a direct mailpiece.3

The number of NFC-enabled phones in 20144

278 million

2. 2013 USPS Holiday Mail Campaign.
Know what mail can do.
And know it can do more.

Tailor your mail for more hard-hitting, uninterrupted messages.

Integrate campaigns with the visibility and trackability of Intelligent Mail® barcodes.

Forge personal connections using your campaign’s big data.

Reach every household knowing that 79% of households either read or scan advertising mail sent to their household.¹

Select the right medium with anything from postcards to more elaborate pieces.

Tell your story with vivid, unique pieces that tangibly engage the senses.

Measure and track your ROI to see what works and what might work better.

Use a channel consumers trust more than any other marketing medium.²

Call Your USPS Direct Mail Representative

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¹ The Household Diary Study: Mail Use & Attitudes in FY 2012, NuStats sponsored by USPS, May 2013.
² Channel Preference for Both the Mobile and Non-Mobile Consumer, Epsilon, 2012.
Direct mail carries your message through a cluttered media landscape, cutting directly to the voters you most want to reach.

Learn how direct mail can fuel your campaign’s efforts, both digitally and physically, in voters’ homes and on their phones, in wide swaths, or hyper-targeted segments. Contact your U.S. Postal Service Direct Mail Representative. Learn much more at DeliverTheWin.com.