



Growth Driven

Fueling Your Mailing and Shipping Success

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WHY POLITICAL MAIL IS A BIG DEAL FOR CAMPAIGNS AND A BIG OPPORTUNITY FOR YOU IN 2020

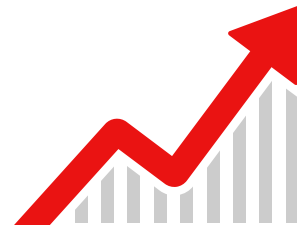
Donald R. Nichols: National Lead—Political and Mailing Services, United States Postal Service

Tracey Sutherland: Strategy Director, McCann Worldgroup

2018 was a record breaker for political ad spending.

\$5.25B

What political advertisers spent on the 2018 midterm elections.



This number could skyrocket as we head into the 2020 election cycle.

Source: "Advertisers Spent \$5.25 Billion on the Midterm Election, 17% More Than in 2016," Kantar Media, Nov. 15, 2018.

Political mail is now a major player in the political spend conversation.

\$573M+

Spent on political mail during the 2018 midterm elections.

↑ 42%

Mail with digitalization saw an increase in volume from 2014 to the 2018 midterm elections.

Source: "Survey Offers Key Insights on Political Mail in Florida, Ohio Midterm Elections," The United States Postal Service, February 2019.



The “unnatural” state of
politics is leading to
lack of trust.

Mail remains one of the most credible forms of political outreach.

In an era of fake news, campaigns need to ensure that they're sending their message out to voters through a credible source.

Q

Who can answer what the most credible form of political outreach was?



Source: "Survey Offers Key Insights on Political Mail in Florida, Ohio Midterm Elections," The United States Postal Service, February 2019.

A

- Mail: **68%**
- TV ads: **59%**
- Campaign staff visits: **47%**
- Radio ads: **38%**
- Emails: **34%**
- Digital ads: **27%**



Source: "Survey Offers Key Insights on Political Mail in Florida, Ohio Midterm Elections," The United States Postal Service, February 2019.

Today's political mail is dynamic.

27%

go to the internet to learn more about a political race.

21%

look at websites or sources mentioned in political mail.

Source: "Survey Offers Key Insights on Political Mail in Florida, Ohio Midterm Elections," The United States Postal Service, February 2019.

Political mail is your growth opportunity.

**Campaign managers and strategists will
be under pressure to choose the right media
mix to deliver results in 2020.**

Voters are interacting with political mail more than ever.



Nearly **80%** of surveyed voters received political mail at least once a week.



Almost half said they received political mail on a daily basis during the midterm elections cycle.

Source: "Survey Offers Key Insights on Political Mail in Florida, Ohio Midterm Elections," The United States Postal Service, February 2019.

Mail Moment®:

How people interact with their mail from the moment they see it.

Nearly half of the voters surveyed (47%) agreed that

“**the most memorable form of political advertising I received during the midterm elections was mail.**”

Source: “Survey Offers Key Insights on Political Mail in Florida, Ohio Midterm Elections,” The United States Postal Service, February 2019.

Voter demographics are changing.

The younger the voter, the more that mail impacts voting decisions.

Q

Who can guess what percentage of Millennials believe mail is very impactful?

A

Demographic breakdown of voters who believe mail is very impactful:

- Millennials: **61%**
- Gen X: **47%**
- Baby Boomers: **35%**
- Seniors: **30%**

Source: "Survey Offers Key Insights on Political Mail in Florida, Ohio Midterm Elections," The United States Postal Service, February 2019.



**Digitalization is changing
political campaigns
at a fast pace.**

The new political planning approach.

Today's political
campaigns look more like
marketing campaigns.

The intersection of politics and advertising.

Q

Can you fill in
the blank?

Political mail can play a key
role at every stage of the
voter journey.

Voter journey stages and political mail opportunities.

1 Awareness

A campaign identifies a segment of young voters who have same interests as the candidate.

3 Education

Steve wants to dig deeper and does an online search for the candidate's stand on issues.

5 Voting

Steve makes his decision and votes early by mail. Voting activity is public record.

1 AWARENESS

2 INTEREST

3 EDUCATION

4 EVALUATION

5 VOTING

6 ADVOCACY

2 Interest

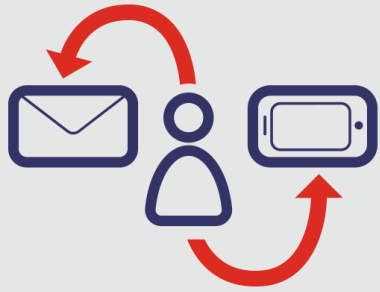
Steve goes to the candidate's website, where his browsing activity and email address are captured.

4 Evaluation

Steve still questions: Is this the right candidate for me? An automated direct mail is sent, convincing him.

6 Advocacy

Steve is automatically sent a Share Mail® to spread the word.



Data intelligence is redefining voter segmentation and microtargeting.

Dynamic political mail innovations and why they work.

It's about creating an emotional connection.

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In today's frenzied state of politics, the ability to move a voter emotionally is a win.

A man with curly hair, wearing a yellow and white striped shirt, is looking into a white mailbox. He is holding a letter and appears to be reading it. The background shows a row of similar mailboxes in a brightly lit area.

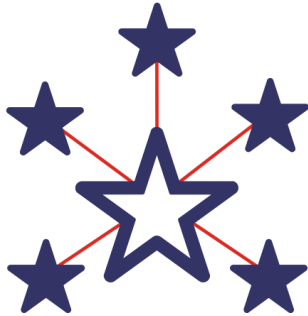
When campaign messages are relevant and personal, voters listen. When voters listen, they are more likely to act.

92%

of consumers are unlikely to engage with marketing that simply addresses them by name.

Source: "10 eCommerce Marketing Trends Worth Knowing in 2019," Pure 360.

With dynamic political mail, every interaction creates action.



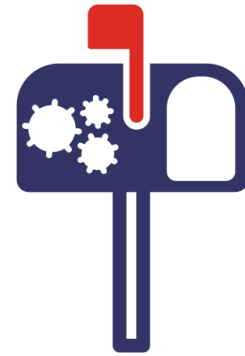
37%

response increase on multi-channel campaigns
(compared to a single-channel campaign).

Source: "The Numbers Are in: Multi-channel Campaigns Are 37% More Effective," Optimove, January 2017.

Marketing automation:

**A campaign's
communication
coordinator.**





CRM:

Customer relationship management.

Dynamic political mail and CRM in action through the voter journey.

1 Awareness

Dawn sees a promoted tweet from a campaign and clicks the “Learn More” link.

3 Education

Her browsing data gets captured within the campaign’s CRM platform.

5 Voting

Using the data collected from Dawn’s activities, a campaign sends an automated, personalized direct mailpiece to her with a link to donate.

1 AWARENESS

2 INTEREST

3 EDUCATION

4 EVALUATION

5 VOTING

6 ADVOCACY

2 Interest

She lands on the campaign website.

4 Evaluation

Dawn looks on social media, sees a post from the candidate, and clicks to learn more.

6 Advocacy

Dawn’s online donation triggers an automated, personalized thank-you card.

A photograph of two women in professional attire. One woman, seen from the back, is wearing a green blazer. The other woman, facing her, is wearing a dark blazer and has her arms crossed. They appear to be in a meeting or discussion. The background is slightly blurred, suggesting an office or conference setting.

How can you make political mail real for campaign strategists & managers?

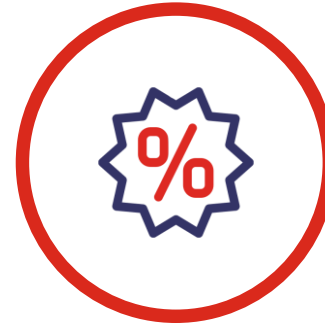
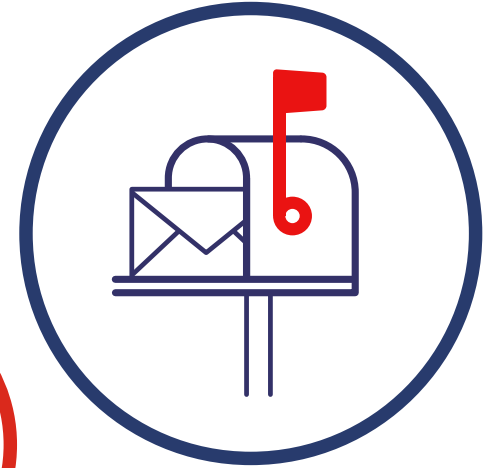
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Informed Delivery[®].

Three touches.

One mailpiece.



Informed Visibility®.

Taking campaign
orchestration to the next level.

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Share Mail®: Putting a new twist on social media.

50%

of Americans would choose word of mouth if they had to pick one source of information.

55%

make a recommendation at least monthly.

115%

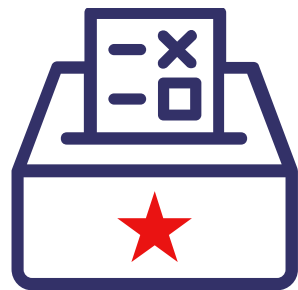
Percentage of influence on Millennials through word-of-mouth over traditional advertising.

Source: Jay Baer and Daniel Lemin, "Chatter Matters: The 2018 Word of Mouth Report," Convince & Convert Consulting, 2018.



Different types of political mail:

1. Political campaign mail.



Different types of political mail:

2. Election mail.



Different types of political mail:

3. Fundraising.

Get more visibility within USPS with Tag 57.

- 1 Ensure that mailings are delivered without delay.
- 2 If a problem is detected, it is escalated to a higher level.
- 3 A district political mail/election mail coordinator oversees the entire process.
- 4 Accepted mailings are segregated in the business mail entry unit.
- 5 The mailings are easily identifiable when turned over to processing operations.



Get ready now to “Deliver the Win[®]” in 2020.

Visit deliverthewin.com or stop by Booth XXXX to learn more

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Q & A

THANK YOU