



**Mail it Today,  
Stand Out Tomorrow.**





# How Will You “Stand Out?”



# Strategy

**Get:** small businesses wanting more customers & ways to stand out

**To:** Use USPS to reach them

**By:** Standing out with creative USPS mail campaigns

- Small businesses thrive on loyalty & engagement
- Even in a digital world, people crave real, personal connections
- To succeed - brands must stay online - but to truly “Stand Out,” they need to be memorable offline too

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# Creative Manifesto

In a world flooded with digital ads, USPS helps small businesses **stand out** with personalized, tangible mail that grabs attention and feels personal.

With over 250 years of experience, USPS combines innovation with the power of real connection to make your message unforgettable.



# Creative Strategy



## ALIGN WITH BUSINESS GOALS

- Grow small business use of USPS
- Boost mail volume
- Raise awareness of Irresistible Mail
- Modernize brand image



## DEFINE CLEAR OBJECTIVES

- Increase small business use of Irresistible Mail by 15% in 12 months
- Boost USPS marketing mail volume by 10%
- Grow Irresistible Mail awareness and engagement by 25% in one year through digital and social media
- Improve USPS brand perception among small-business owners by 20%



# Media Strategy

**Approach:** Use storytelling and interactive elements to show small business how USPS can help them “Stand Out.”

**Social Media:** Instagram, LinkedIn, and Facebook — visual storytelling of how mail helps businesses shine.

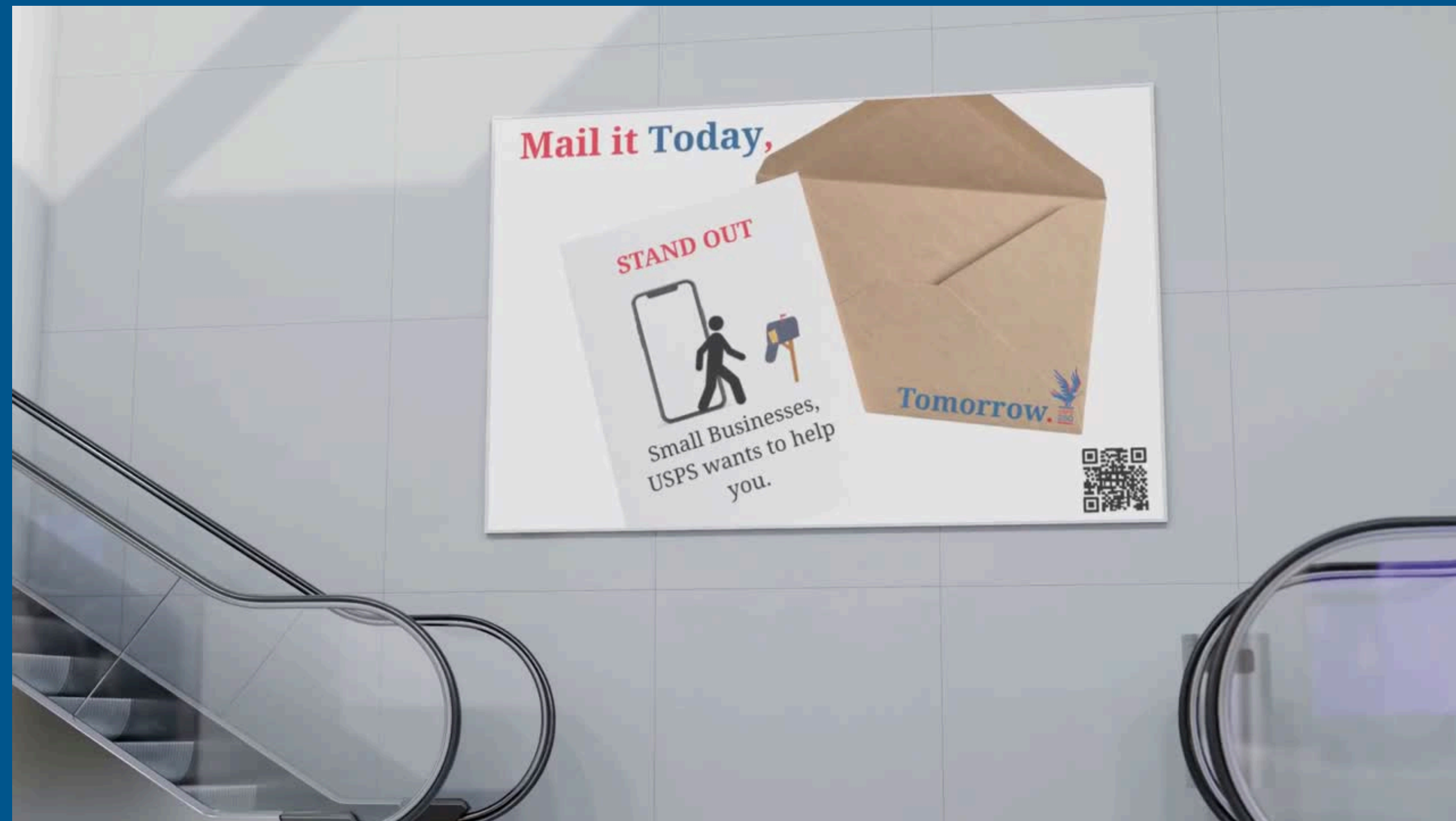
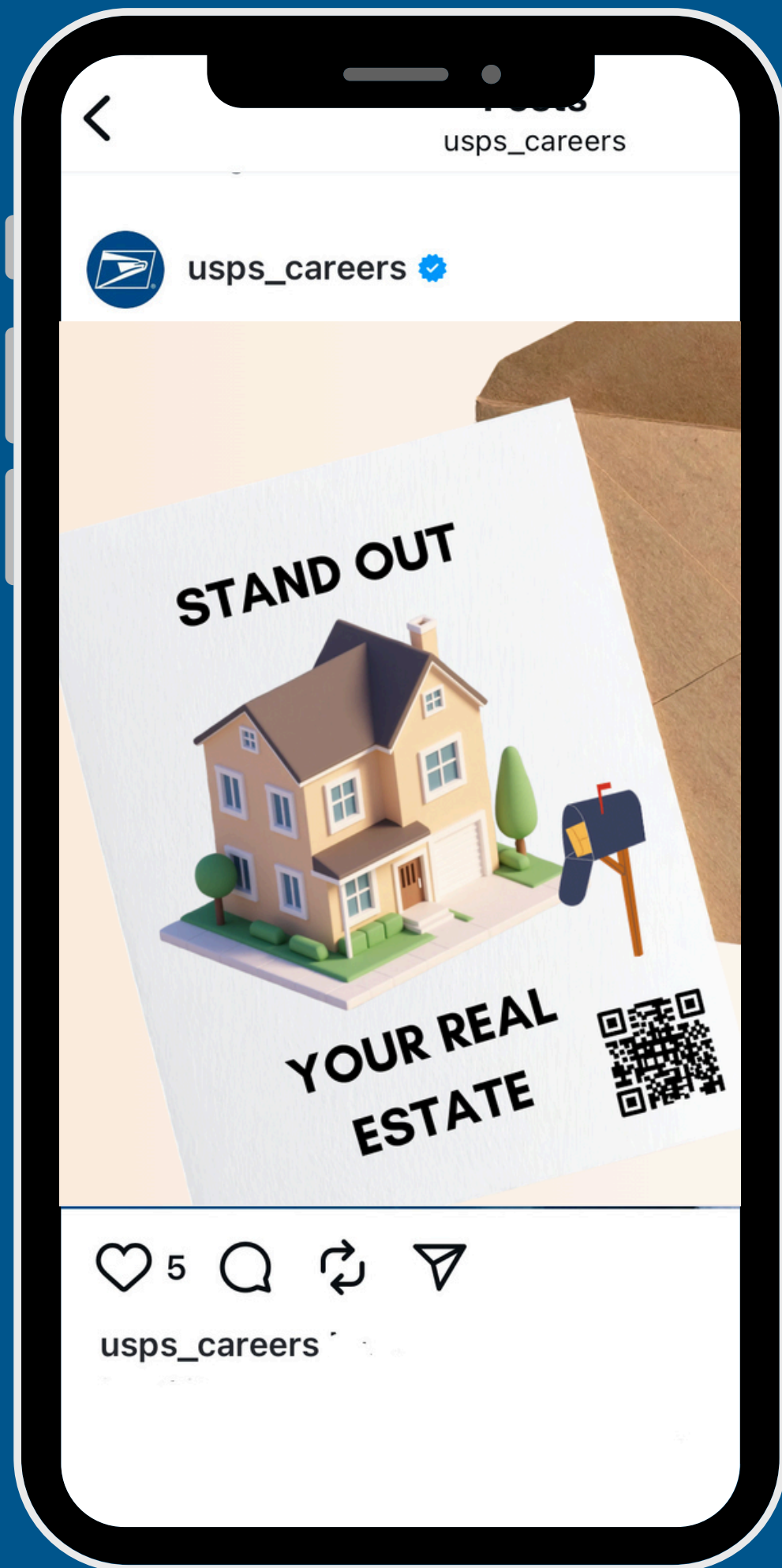
**Strategy:** Leverage USPS platforms, newsletters, short videos, and small-business features.

**Channels:** Direct Mail, Facebook, Instagram, LinkedIn

**Deliverables:**

- Social posts launching the campaign and showcasing creative mail ideas (e.g., scented flower shop cards, bakery mailers with a pop-up cupcake, VR jewelry try-ons, QR codes, and voice activated prompts)
- Print media materials







The background of the image is a piece of crumpled, light brown paper. Overlaid on this is a large, semi-transparent blue square. Inside the square is a white silhouette of an eagle's head and neck, facing right. The eagle's beak is pointed, and its feathers are suggested by simple lines.

**Thank You.**

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