Webinar Series

AR, Free Money and the USPS

Bridget Thomas
VP, Sales

Stefan Agustsson
CEO

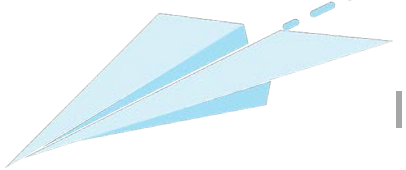
USPS Discount Programs

January - February - March	April - May - June	July - August - September	October - November - December

Earned Value

Personalized Color Transpromo

Emerging & Advanced Technology



Informed Delivery

Tactile, Sensory & Interactive Engagement

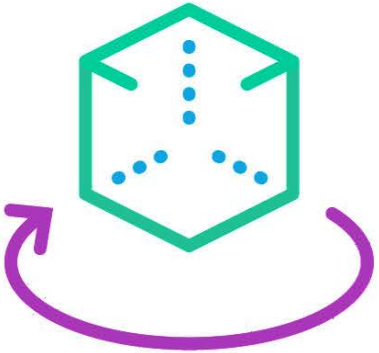
Mobile Shopping

Calculating Your Discount

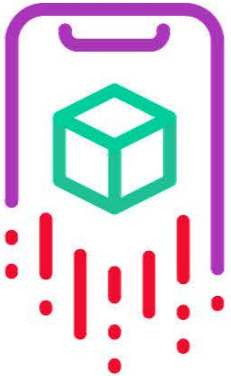
- How Many Pieces Per Drop?
- How Many Drops During the Discount Period?
- Your Average Rate Per Piece

“Enhanced” AR

“Technology that superimposes 3D digital images on a physical world.”



3D Elements or Modules



Animation

Interplay with physical mail piece

Example

ORDER HERE
Intex Watermelon Ball
ORDER HERE
ILP Swan Float
HIDE
HIDE
FREE!
1-DAY Delivery
2-DAY Delivery

POOL CARE MADE EASY
BUY NOW & SAVE!
INSTANT CREDIT
$500
Instant Credit for Qualified Buyers!
Call 1-800-323-5930
REPAIR PARTS
Doheny.com
NAME BRAND REPLACEMENT & REPAIR PARTS FAST!
SHOP WITH CONFIDENCE!
We can't beat Doheny's for Quality, Price and Service.
FREE NEXT DAY DELIVERY
8 GIANT WAREHOUSES!
1-DAY Delivery
2-DAY Delivery
SELECT POOL SUPPLIES DELIVERED OVERNIGHT
FREE!

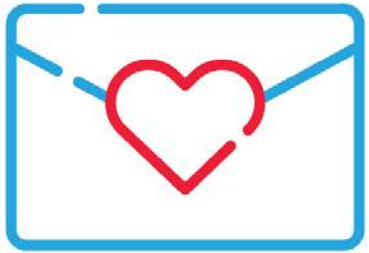
Mail Classifications Included

First-Class Mail

Letters, Cards & Flats

Marketing Mail

Letters & Flats



Nonprofit Marketing Mail

Letters & Flats

What Are the Barriers to Entry?

Time

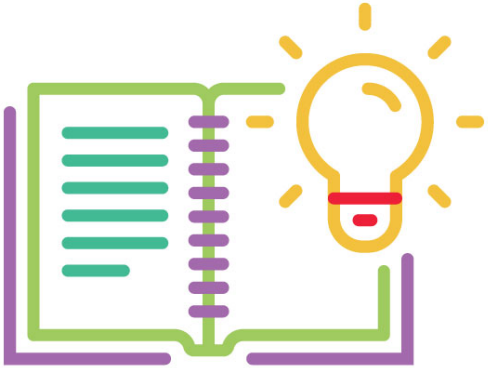
"The schedules are already set."

"We can't miss our "in-home" date."

Money

"There are no dollars in the budget for this."

"It will cost Creatives to rework."



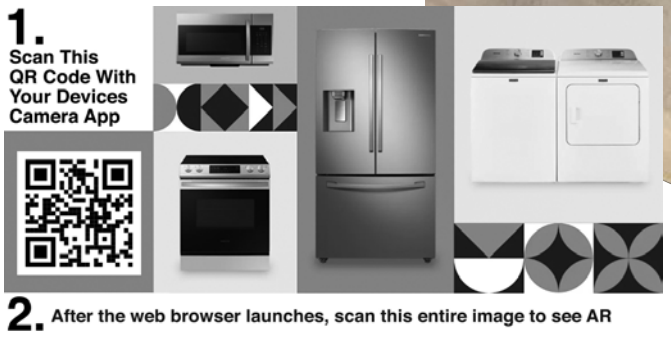
Knowledge

"It's outside our skill set."

"Where do we even begin?"

Making It Simple to Engage

- Use branding and iconography
- Present the consumer with directions
- Explain the process & set expectations
- Use the medium to your advantage



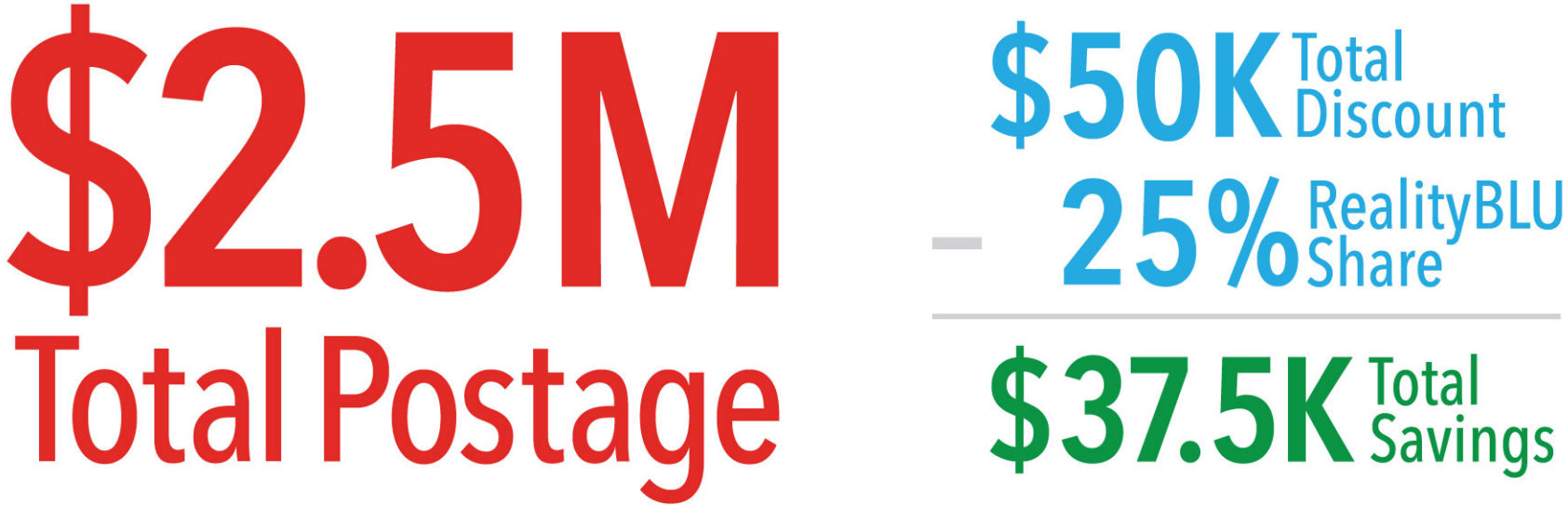
The **FREE** Money Part

Get Started Today

Start saving money with no risk

- ✓ $0 Investment
- ✓ RealityBLU creates the AR scene
- ✓ USPS approval is guaranteed
- ✓ We get paid AFTER you have the discount credited to your PostalOne! account
- ✓ Can begin today

Example of the Math



How It Works

RealityBLU will:

- ✓ Design and produce all AR scenes and scene content
- ✓ Use your existing creative assets:
  - ✓ 2D Images
  - ✓ Web Links/Phone Numbers
  - ✓ Videos/Audio Files
  - ✓ 3D models and animations
- ✓ Create markers and CTA descriptions required
- ✓ Grant FREE use of our AppAR or WebAR for deployment
- ✓ Supply everything to get USPS approval for your AR scene
- ✓ Give timeline guidance based on existing production schedules

Thank You

Bridget Thomas
VP, Sales

T: +1.920.980.7356
E: b.thomas@realityblu.com

Stefan Agustsson
CEO

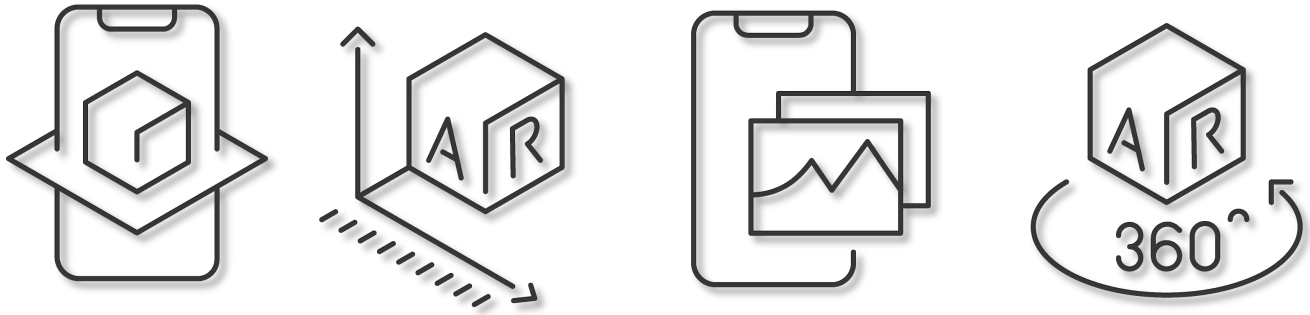
T: +1.815.978.3571
E: stefan@realityblu.com

reality BLU

Tips for AR Success

Branded Iconography

- Consider giving your AR efforts their own identity
- Icons that act as signposts within new and existing marketing
- Icons placed in proximity to markers or links
- Provide a key that explains what this icon means
- Use when and where it makes sense



Directions For Engagement

- Give the consumer a clear set of “to do’s”
- Be concise and to the point
- Marker based and Marker Less workflows have different needs
- Sample Instructions:

1. SCAN this QR code with your device’s camera app to launch our web page.
2. Then use the browser to SCAN the image above to see what we have waiting for you

QR Code Lore

- Act as a beacon on you page
- Use URL shorteners
- Size does matter
- Contrast also is important
- Consider placement proximity
- Feel free to embellish
- Mindbender… QR codes CAN also serve dual a purpose!

SAMPLE MARKERLESS