



Webinar Series

# AR, Free Money and the USPS

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VP, Sales

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CEO

# USPS Discount Programs

January - February - March

April - May - June

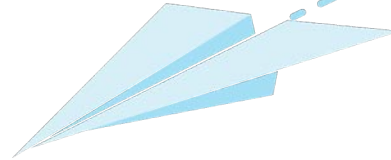
July - August - September

October - November - December

Earned Value

Personalized Color Transpromo

## Emerging & Advanced Technology



Informed Delivery

Tactile, Sensory & Interactive Engagement

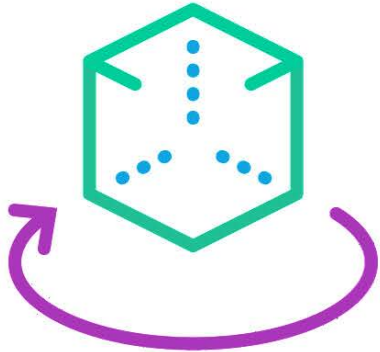
Mobile Shopping

# Calculating Your Discount

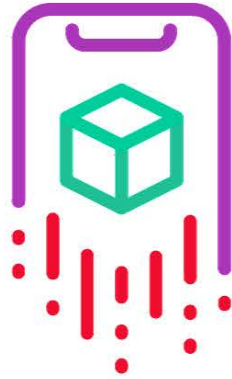
- How Many Pieces Per Drop?
- How Many Drops During the Discount Period?
- Your Average Rate Per Piece

# “Enhanced” AR

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



**3D Elements or  
Modules**



**Animation**



**Interplay with  
physical mail  
piece**

# Example







**POOL CARE MADE EASY  
BUY NOW & SAVE!**



**SHOP WITH CONFIDENCE!**  
We don't just Doheny's for quality, price and service.

**FREE NEXT DAY DELIVERY**

**8 GIANT WAREHOUSES!**



**SELECT POOL SUPPLIES DELIVERED OVERNIGHT FREE!**

*Areas in the map's prime section qualify for Free Next Day Delivery.*

*For Next Day Delivery all orders must be placed by 4 p.m. CST. Excludes certain brands by 2 p.m., Texas by 2:00 p.m., Georgia by 3 p.m. Items subject to 83 state laws.*

*\*Atlanta, Texas and Florida warehouses do not stock all Water Next Day Delivery products.*

**INSTANT CREDIT**

**\$500**

Instant Credit for Qualifying Orders!  
Call **1-800-323-5930**  
\*See store for details.

**REPAIR PARTS**

**Doheny.com**

WE GET BRANDS  
WE REPLACE FAST!  
& REPAIR PARTS - FAST!

**1-DAY Delivery**

**2-DAY Delivery**

**1-800-323-5930**

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# Mail Classifications Included



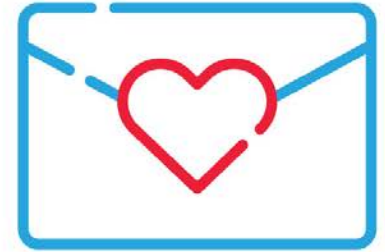
## **First-Class Mail**

Letters, Cards & Flats



## **Marketing Mail**

Letters & Flats



## **Nonprofit Marketing Mail**

Letters & Flats

# What Are the Barriers to Entry?



## Time

“The schedules are already set.”

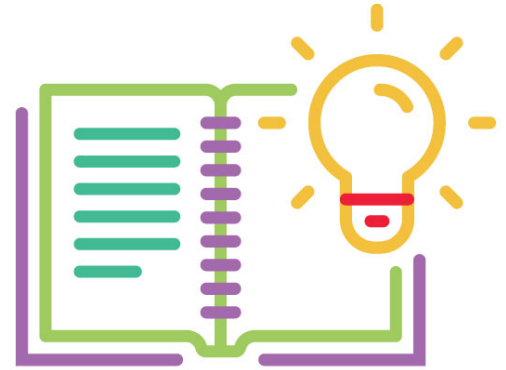
“We can’t miss our “in-home” date.”



## Money

“There are no dollars in the budget for this.”

“It will cost Creatives to rework.”



## Knowledge

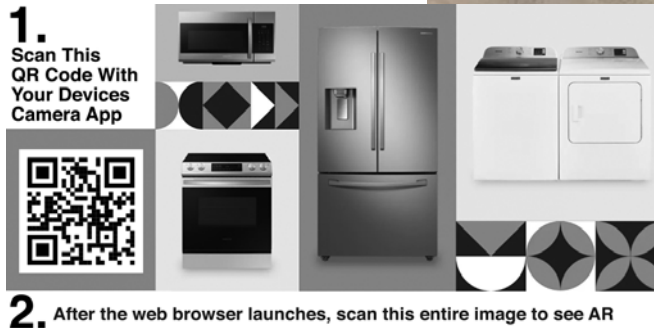
“It’s outside our skill set.”

“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

**\$2.5M**  
Total Postage

$$\begin{array}{r} \$50\text{K} \text{ Total Discount} \\ - 25\% \text{ RealityBLU Share} \\ \hline \$37.5\text{K} \text{ Total Savings} \end{array}$$

# 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

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reality **BLU**

The logo features the word "reality" in a white, lowercase, sans-serif font. To its right is the word "BLU" in a bold, uppercase, sans-serif font. The "B" and "L" are white with a blue outline, while the "U" is solid blue. A blue circular graphic element, resembling a stylized globe or a lens flare, is positioned behind the "BLU" text. The entire logo is set against a background of a large, faint, blue "BLU" watermark.

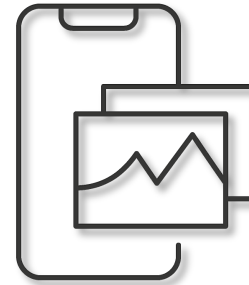
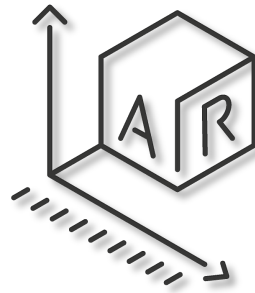
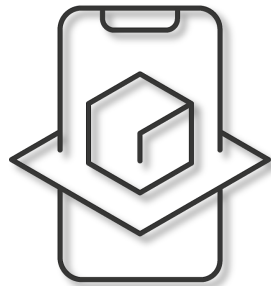


Tips for **AR** Success



# 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

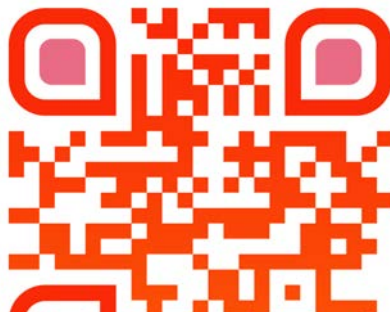
- Give the consumer a clear set of “to do’s”
- Be concise and to the point
- Marker based and Marker Less workflows have different needs
- Sample Instructions:

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

