

digital efforts ramped up, and I don't want to downplay the importance of that because I'm doing it, too," said Sibley. "But what this award does is validate my belief, and my client's belief, that if you really want to drive leads, and conversions, and eventually sales to a physical location, direct mail is still the best way to go."

The unique "Photo Mailer" was designed to look like the recipient was receiving photos from a friend, complete with a hand penned message: "Your photos are enclosed." Once opened, a second personalized handwritten note said they will love the enclosed photos. Then recipients were treated to a series of 15 photos that took them on a full color, glossy and handwritten captioned tour of an iStudio Salon.

The "Photo Mailer" direct mail piece proved to be something the recipient was excited to receive and happy to open. Results for the 923-piece direct mailing were equally exciting with 43 total responses or a 4.7 percent response rate, and a return on investment of 1,056 percent as it generated four new signed contracts with local beauty professionals eager to become part of the iStudio craze.

Nominations for the 2012 M.A.I.L. award were solicited through *Deliver* magazine, delivermagazine.com and the Postal Service sales team. Judging was conducted by representatives from the Postal Service and *Deliver* magazine and by private-sector direct mail experts. In addition to receiving the award, Sibley Smart Copy president Barbara Sibley participated in a workshop hosted by *Deliver* magazine that delved more deeply into this direct mail piece's success.

Two other companies were recognized for their use of direct mail by *Deliver* magazine. In second place was Infinity Direct for their submission of Dr. Garmont's Magical Marketing Mailer and third place was awarded to McCullough Creative for their "They got what they wanted" direct mail piece for John Deere.

The Postal Service receives no tax dollars for operating expenses and relies on the sale of postage, products and services to fund its operations.

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For reporters interested in speaking with a regional Postal Service public relations professional, please go to <http://about.usps.com/news/media-contacts/usps-local-media-contacts.pdf>.

A self-supporting government enterprise, the U.S. Postal Service is the only delivery service that reaches every address in the nation, 151 million residences, businesses and Post Office Boxes. The Postal Service receives no tax dollars for operating expenses, and relies on the sale of postage, products and services to fund its operations. With 32,000 retail locations and the most frequently visited website in the federal government, usps.com, the Postal Service has annual revenue of more than \$65 billion and delivers nearly 40 percent of the world's mail. If it were a private sector company, the U.S. Postal Service would rank 35th in the 2011 Fortune 500. In 2011, the U.S. Postal Service was ranked number one in overall service performance, out of the top 20 wealthiest nations in the world, Oxford Strategic Consulting. *Black Enterprise* and *Hispanic Business* magazines ranked the Postal Service as a leader in workforce diversity. The Postal Service has been named the Most Trusted Government Agency for six years and the sixth Most Trusted Business in the nation by the Ponemon Institute.

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