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Postal Service Launches *Watch Us Deliver* Campaign

Multi-channel marketing effort focuses on enhancements to package delivery services

WASHINGTON – The United States Postal Service launched an integrated marketing campaign today called “*Watch Us Deliver*,” which highlights recent improvements to Priority Mail™. The campaign also features the new Watch Us Deliver Dashboard (WatchUsDeliver.com), which showcases the latest innovations of USPS and features a stunning collection of live counters, impressive postal facts and entertaining modules, like the Live Eagle Cam—a [24/7](#) stream of rescued American Bald Eagles “Independence” and “Franklin.”

From free package pick-up, improved tracking technology, to Sunday delivery¹, the U.S. Postal Service continues to enhance its package delivery services to capitalize on the continued growth of e-commerce.

“This campaign is designed to build on the strong momentum in our package delivery business and to highlight the many ways the Postal Service is changing and improving to better serve the American public,” said Betty Su, Executive Director of Brand Marketing at United States Postal Service. “We’re excited to communicate about the compelling reasons to do business with the Postal Service.”

Delivering Smarter – Priority:You

The U. S. Postal Service has been improving its tracking capabilities with USPS Tracking for all Priority Mail products. Customers can sign up for *MyUSPS* to receive text messages and e-mail alerts that provide estimated time of delivery.

Through an improved tracking system that utilizes up to 11 scanning points from sender to receiver, packages can be traced online, over the phone or via the U.S. Postal Service mobile app.



The U.S. Postal Service has made other significant changes including the introduction of 7-day package delivery and bringing convenience to the doorsteps of customers nationwide with at-home package pickup.² Priority Mail is the only shipping service that offers free supplies delivered to your door and free Saturday delivery.

For more information and to learn more about shipping offerings of the Postal Service, visit USPS.com.

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Please Note: For broadcast quality video and audio, photo stills and other media resources, visit the USPS Newsroom at about.usps.com/news/welcome.htm. A complete list of the holiday shipping deadlines can be found at usps.com/holidaynews.

For reporters interested in speaking with a regional Postal Service public relations professional, please go to about.usps.com/news/media-contacts/usps-local-media-contacts.pdf. Follow us on Twitter (twitter.com/usps), Instagram (instagram.com/uspostalservice), Pinterest (pinterest.com/uspsstamps), LinkedIn (linkedin.com/company/usps), subscribe to our channel on YouTube (youtube.com/usps), like us on Facebook (facebook.com/usps) and view our Postal Posts blog (uspsblog.com). For more information about the Postal Service, visit usps.com and usps.com/postalfacts. For more information about the Postal Service, go to usps.com and usps.com/postalfacts.

¹ Offered in select cities; exclusions may apply; visit usps.com for more details

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