



# POSTAL NEWS

FOR IMMEDIATE RELEASE  
March 28, 2006

Contact: Media Relations  
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News Release No. 06-024  
[www.usps.com](http://www.usps.com)

## **U.S. POSTAL SERVICE EARNS AWARD FOR MARKETING RESEARCH**

Washington, D.C. – The Postal Service has been awarded the advertising industry’s highest honor for research that results in high-impact marketing, a postal official said. The 2006 Grand Ogilvy Award was accepted by Postal Service representatives for the organization’s “Access” campaign, which increased awareness of USPS package shipping products and services.

“We knew our small business customers would take advantage of the convenience of our services through [usps.com](http://usps.com), but the challenge was building awareness,” said Chief Marketing Officer Anita Bizzotto. “We successfully did that.”

The effort included television, print, radio and Web advertising, as well as employee awareness efforts. Perhaps most memorable was “Angie,” the woman in the TV commercial who bails out her co-workers as they pile on packages for her to mail. The Access campaign features the Postal Service’s Carrier Pickup Online Notification and other offerings available at [usps.com](http://usps.com).

The research, developed in cooperation with the Postal Service’s advertising agency Campbell-Ewald and other partners, was the driving force behind the creative work.

The Advertising Research Foundation Ogilvy Awards are named after legendary advertising executive David Ogilvy who believed that behind every great advertising campaign is great research.

Since 1775, the Postal Service and its predecessor, the Post Office Department, has connected friends, families, neighbors and businesses by mail. It is an independent federal agency that visits more than 144 million homes and businesses every day and is the only service provider delivering to every address in the nation. The Postal Service receives no taxpayer dollars for routine operations, but derives its operating revenues solely from the sale of postage, products and services. With annual revenues of \$70 billion, it is the world’s leading provider of mailing and delivery services, offering some of the most affordable postage rates in the world. The U.S. Postal Service delivers more than 46 percent of the world’s mail volume—some 212 billion letters, advertisements, periodicals and packages a year—and serves seven million customers each day at its 37,000 retail locations nationwide.

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