

United Parcel Service of America, Inc.



TheCaseSolutions.com

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TM

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[TheCaseSolutions.com](https://www.thecasesolutions.com)

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First thing's first...

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Presentation Overview

- Introduction
 - Industry Overview
 - Who is UPS?
- UPS Brand Marketing
- Where to next...?

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INTRODUCTION



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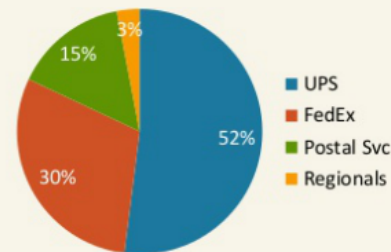
Industry Overview

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- The Postal Services Industry
- Organisations that pick up and deliver letters, documents and parcels.
- Historically the main vehicle for communication.
- Change in business models.
- The future of the Postal Services Industry remains uncertain



17 Industry Overall – US Postal Service



3rd

Postal Service has dropped its prices on Priority Mail for business customers by up to 58%

Market Share of all parcel shipping

Source: "US Mail Cutting Rates to 'Win e-Commerce Business'" <http://online.wsj.com/articles/e-mail-cutting-rates-to-win-e-commerce-business-140950285> Wall Street Journal, Sept 4, 2014.



Industry Overview

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- Industry Trends
 - Parcel services have been forecasted to continue to grow over the next two years.
 - The letter delivery service will continue to decline.
 - Stamp prices have been anticipated to increase further.



QUIZ TIME

Who IS UPS?

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Brand Equity

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- UPS is a recognised & admired brand
- Updated its worldwide communication & marketing strategy focusing on logistics
 - inform customers UPS provides more services than ever before

With more than 40,000 carriers,
we've got you covered.



Slogan Overhaul

Changed from:
'What can brown do
for you?'

TO

'We ♥ Logistics'