



Public Relations Pros Honor the Paper and Packaging Board with Two Bronze Anvil Awards for Video and Media Relations Work

Two Bronze Anvil Awards from the Public Relations Society of America (PSRA) recognize the Paper & Packaging – How Life Unfolds™ campaign's outstanding work in the areas of video and media relations in 2016.

The holiday-themed *Letters of Peace* video and social campaign offers a peaceful message from the unlikelyst of authors — victims of tragedy — writing inspiring, handwritten letters of hope and positivity. The campaign promoted the physical and emotional benefits of creative expression on paper through journaling and letter writing, resulting in 350 million impressions across print, digital, social media and earned media. Cramer-Krasselt, the ad agency for the Paper and Packaging Board, captured the essence of putting pen to paper with these emotionally gripping stories on video, viewed 9.5 million times.

The Paper and Packaging Board hosted a media summit where some of the most prominent voices in the growing subscription box movement gathered to discuss how paper-based packaging fuels business solutions. The event resulted in 68 print news stories including a syndicated story from the Washington Post and earned nearly 95 million media impressions.

PSRA Bronze Anvil Awards celebrate the “best of the best” in public relations tactics, strategy and results. See all of the 2017 Bronze Anvil Award Winners [here](#).



Save the Date!

State of the Campaign
Report

JULY 12, 13, 18 & 19



Sign up and join the Paper and Packaging Board (P+PB) for the **Annual State of the Campaign Report to the Industry**, presented by Mary Anne Hansan, president of P+PB. We'll report some initial findings

on the impact of the campaign since its launch in July 2015 as well as look ahead at what's to come in 2017-18. Hope you can join us for one of the webinars (with Q&A to follow) listed below!

REGISTER TODAY FOR A WEBINAR!

[Wed., July 12 – 1PM ET OR 3PM ET](#)

[Thurs., July 13 – 1PM ET](#)

[Tues., July 18 – 1PM ET](#)

[Wed., July 19 – 1PM ET](#)

Packaging Superstars Talk About Paper's Versatility, Strength and Creativity in New Video Series

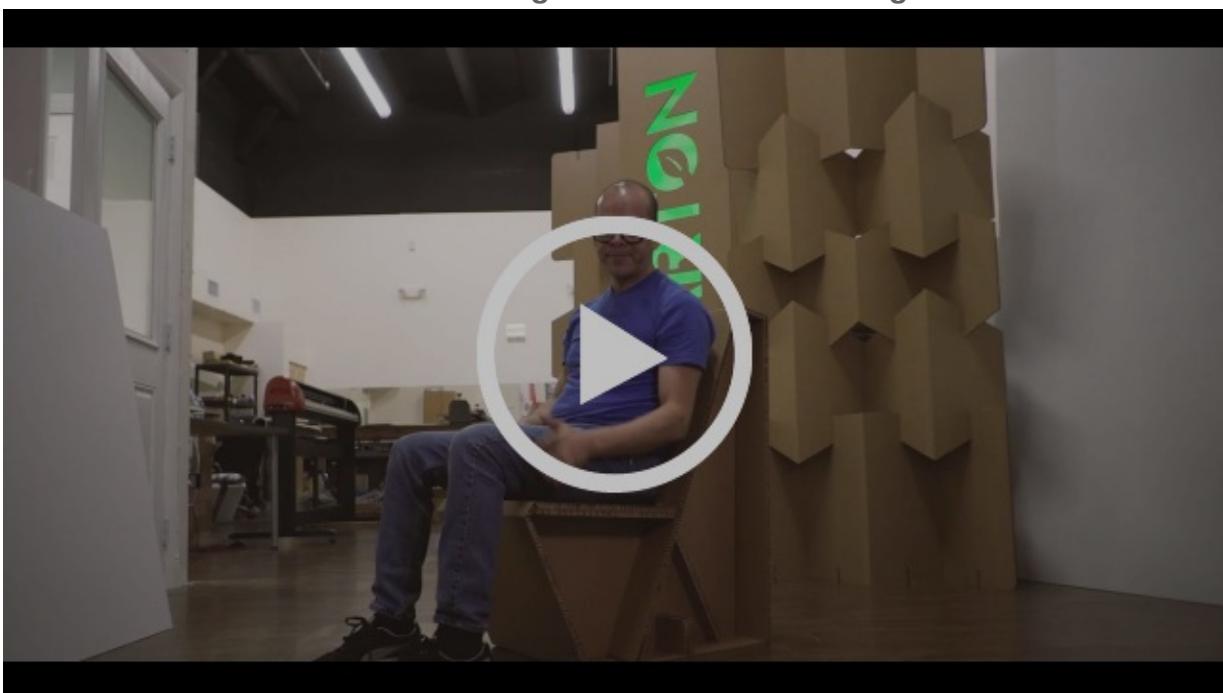
The wonders of paper innovation as seen through the eyes of talented corrugators and designers who work with paper is the focus of a new video series from the Paper and Packaging Board. The Packaging Innovators Series highlights companies where paper is central to their business growth strategy and enhancing customers' buying experience.

To kick off the video series, our SXSW partner **GoKarton** explains how they meet their customers needs using corrugated. We were lucky enough to experience their unique talent for turning client communication challenges into designing an interactive booth at SXSW. Mission accomplished! Our booth, designed from corrugated, ram board and paperboard materials was a visual and tactile hit with conference attendees who numbered in the thousands over the 3-day event. **GoKarton** designs everything from pop-up stores to tradeshow booths to branded packaging and installation walls for Miami art festival.

"It's unexpected: what you can do with corrugated cardboard. The fact that you're able to transform a corrugated pad into a chair and be able to sit on it, that you can build entire walls, an entire booth and hold a structure together is pretty amazing," - Laura Maldonado, founder, GoKarton.

The video series is being pitched to national business, consumer and trade media publications, tailored to each partner's industry or business story. All video content is receiving paid support across our social media platforms, targeting our own followers and other expressive audiences.

Innovative Corrugated Solutions That Delight



[Social Media Posts for Packaging Innovators Series](#)

How Life Unfolds
Paper & Packaging May 24 at 7:21pm · 🌐

Our friends at GoKarton share the meticulous process behind the creation of their unique cardboard creations.

Learn more at www.howlifeunfolds.com/gokarton.



450 Views

How Life Unfolds
Paper & Packaging May 21 at 2:18pm · 🌐

Learn more about GoKarton and how they're shaking up the world of corrugated cardboard and how we know it, at www.howlifeunfolds.com/gokarton.



567 Views

How Life Unfolds
Paper & Packaging May 28 at 11:52am · 🌐

With the help of GoKarton, we were able to challenge expectations of what cardboard is capable of, by creating a 20' x 30' booth at SXSW made entirely of corrugated cardboard!



2.5K Views

Industry Trade Groups Met P+PB to Learn and Share

P+PB gathered a broad group of paper and packaging trade association communicators on May 17 to talk about the progress of the campaign and collaborate on future communications. A workshop on how to communicate to reach both consumers' heart and minds was the high point of the meeting with a hands on session to put their own communications to the test. In this short video, attendees shared their thoughts on how to work together more effectively.

[Watch and share the Industry Communicators Event video here](#)



Annual Summit with Company Communicators (CAPs) Provides Time to Share, Learn and Build on Each Other's Successes

Communicators from a dozen companies including **Domtar, Evergreen Packaging, Georgia-Pacific, Graphic Packaging International, International Paper, Interstate Resources, Metsa Board Americas, Neenah, Packaging Corp. of America, Sappi North America, Sonoco, and WestRock** headed to Washington for an annual gathering to learn more about the campaign, hear from industry experts and social media gurus, network and share marketing best practices with each other. Guest speaker and former Wal-Mart executive Ron Sasine, Principal of Hudson Windsor, addressed the group about retail paper and packaging strategies and how they need to evolve to meet consumers' changing shopping expectations.



Cornell Economist Harry Kaiser, PhD Examines Econometric Models for Paper and Packaging

In a short video series, Harry Kaiser, PhD helps us understand the value of an econometric report when it comes to assessing checkoffs' contributions to creating demand. In video #3 and #4 of our four-part series, Harry Kaiser, PhD explains what some of the drivers are behind annual paper and packaging consumption.

[Econometric Models For Paper](#)



[Econometric Models For Packaging](#)



[Watch the entire series from Harry Kaiser's on our website.](#)



Subscription Box Industry is an Increasingly Bigger Player in the New Retail Landscape

A week doesn't go by without hearing about the changing face of [American retail](#), including the demise of long-time American shopping institutions like Sears, or shrinking retail footprints like Macy's and Wal-Mart. Exactly where this is all leading is a bit uncertain. One thing that *is* certain is that the \$420 billion U.S. subscription market is a significant and growing economy in consumers' changing preferences for how they want to consume goods of all kinds. [Read more on the Pulp Magic Blog.](#)

CAPs Corner

Check out the latest social media support from our companies - thanks for amplifying the Paper & Packaging — How Life Unfolds™ campaign!

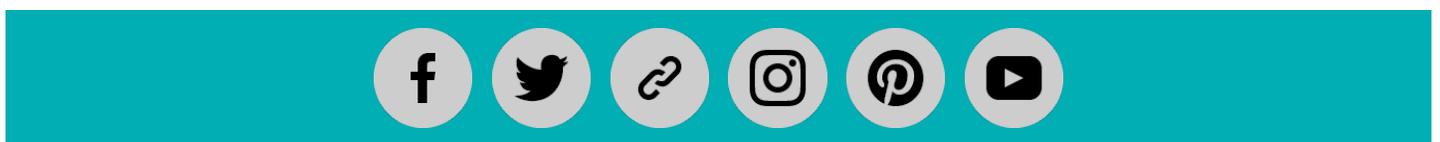
The screenshot shows the Glatfelter website header with navigation links: Products, Innovations, Sustainability, Learning, Customer Service, and Forestry. A search bar is located in the top right. Below the header is a banner for the "Beyond Paper • Beyond Packaging" campaign, featuring a globe and a ribbon with the text "Beyond Paper • Beyond Packaging". To the right of the banner is a "Paper & Packaging" logo with the tagline "How life unfolds.™" and a statement: "Glatfelter proudly supports the Paper and Packaging Industry".

Below the website header are several social media posts:

- NPTA @goNPTA** · 3h: It's #NationalPaperAirplaneDay! Check out @HowLifeUnfolds campaign highlighting the importance and power of paper! [bu](#)
- Sappi North America @SappiNA** · May 22: #DYK that diapers use paper products? Learn more about the use: from A-Z @HowLifeUnfolds
- Paper & Packaging @HowLifeUnfolds**: D is for Diapers, a timeless wardrobe staple for everywhere. From A to Z, we use #EveryPartor bit.ly/2p0ohHY
- Domtar @DomtarEveryday** · May 8: Domtar colleague Brad D. poses with his favorite tree. @howlifeunfolds #TreeSelfie
- Georgia-Pacific @GeorgiaPacific** · May 1: Use tp rolls to grow your garden! Learn more garden hacks for this S @HowLifeUnfolds.
- Verso Corporation** (7,803 followers, 20h): Did you know these common items use wood fibers? Check out How Life Unfolds's campaign to use every part of the tree: <http://ow.ly/HcZ930aZ9xe>

The Verso Corporation post includes a grid of items made from wood fibers:

F	G	H	I	J	K
FILM for making	GAME BOARDS for rainy Saturdays	HELMETS to protect future	IRRIGATION PIPES to nourish gardens	JIGSAW PIZZA CUTTERS	KITE SUPPORTS to fly high on a



Pass it On!

If you know someone who would be interested in the **Paper and Packaging Board Newsletter**, pass it on! Simply forward this email to them or send the link below.

SUBSCRIBE

Copyright © 2017 Paper and Packaging Board. All rights reserved.



**PAPER +
PACKAGING
BOARD**

This email was sent to lauer@paperandpackaging.org

[why did I get this?](#) [unsubscribe from this list](#) [update subscription preferences](#)

Paper and Packaging Board · 7901 Jones Branch Drive, #810 · McLean, Virginia 22102 · USA