

# UNFOLD FOLD SUCCESS

**PAPER + PACKAGING BOARD**

**2018 ANNUAL REPORT AND  
STATE OF THE CAMPAIGN**

The Paper and Packaging – How Life Unfolds® campaign moves into year five in July. The ongoing campaign could not have been better timed with the convergence of strong consumer-fueled spending and the desire for more sustainable packaging alternatives, both driving customers to choose paper and fiber-based packaging.

Consider this. Since the start of the campaign:\*

- The spread between how positively consumers feel about paper vs. plastics has widened from 14 points to 19 points in support of paper;
- 67% say the environmental benefits of paper outweigh risks (up 10 points since first tracked in November 2016); and
- 67% say trees, a renewable resource, make paper and packaging a smart choice.

Even better, 77% of consumers see our industry as innovative (a 10-point increase from 2015). And 70% think more highly of brands that use paper-based product packaging (a 26-point increase).

Despite turbulent recycling markets, the majority of consumers (75%+ for all paper categories) say they continue to find recycling all forms of paper and fiber packaging worthwhile. No doubt our well-timed campaign is helping to buffer the increased media spotlight on waste.

Read on to learn how a strategy leveraging modern technology and media is allowing us to engage more deeply with customers. We start year five with momentum and purpose, reaching consumers and business decision-makers alike. We could not do it without you. Thank you!



**JENNIFER MILLER**

Chair, Paper and Packaging Board and  
Chief Business Sustainability Officer, Sappi



**MARY ANNE HANSON**

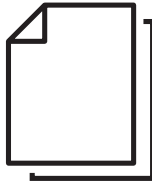
President, Paper and Packaging Board

# Expanding our reach

The Paper & Packaging – How Life Unfolds® campaign continues to generate campaign awareness and positive feelings toward our industry and products. Our target remains the 38M consumers we call “Expressives,” as well as the highly valued business decision-makers. Metrics around their preference for paper-based products, along with how our industry is viewed, serve as a campaign report card.\*

## STRONGER REPUTATION

The paper and packaging industry continues to be viewed more favorably than other industries.



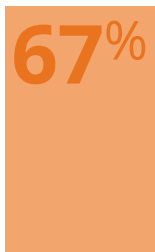
PAPER



PLASTIC

BASED ON A 100-POINT SCALE

## INNOVATIVE



AUG '15



MAY '19

The paper and packaging industry makes innovative products.



## ENVIRONMENTALLY SMART



AUG '15

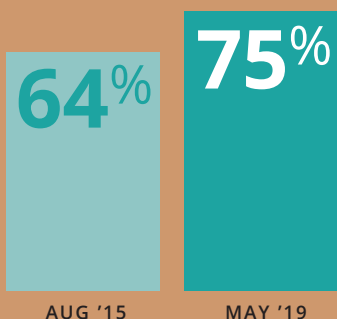


MAY '19

Trees, a renewable resource, make paper and packaging products a smart choice.

## POWER OF PAPER

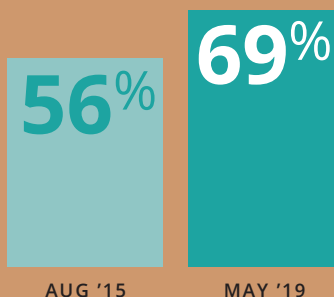
Paper has a meaningful presence in a digital world, storing and archiving information and providing dynamic marketing materials like direct mail.



Storing/keeping information on paper is valuable in a digital world.



Direct mail is a good source of information and ideas.

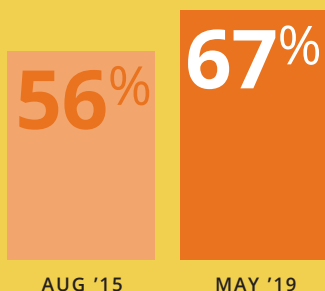
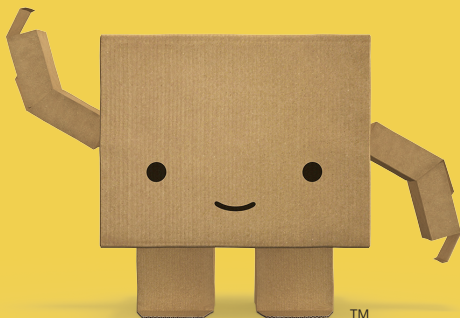


75% +

continue to find recycling all forms of paper and fiber packaging worthwhile.

## UNPACKING GREATER IMPACT

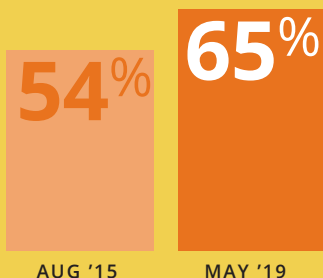
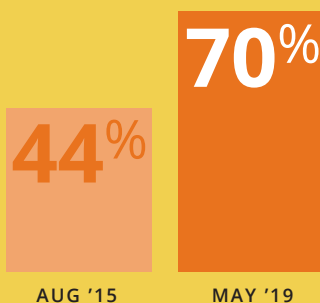
Paper-based packaging means reliability and security, but also elevates the brands that use it.



Paper-based product packaging is an essential part of everyday life.



Consumers think more highly of companies/brands that use paper-based product packaging.



Products that come in paper-based product packaging feel more premium.

# Count on it!

Our sharpened consumer engagement strategy has amplified our role as a newsmaker and influencer. As a result, our “share of voice” is measurably louder and clearer: our campaign initiates 35% of positive conversations on news and social media about paper and packaging. That’s an impressive five percentage points up (from 30%) since July 2018 alone.

## SHARE OF VOICE AMPS UP



JULY 1, 2017 TO  
MAY 31, 2018



JULY 1, 2018 TO  
MAY 31, 2019

Powering the heightened visibility is our portfolio of popular video content, a direct response to growing consumer appetite — 54% of consumers want to see more video content from a brand or business they support.\*

## VIDEO VIEWS CLICK

Consumers are clicking to watch top-performing video content, consistently driving page views on our site. Top performing video content like our TV ads, *The Next Great Package* design contest and our *Faces of the Forest* sustainability stories helped drive video views.



130,488,099  
VIDEO VIEWS

JULY 1, 2018 TO MAY 31, 2019

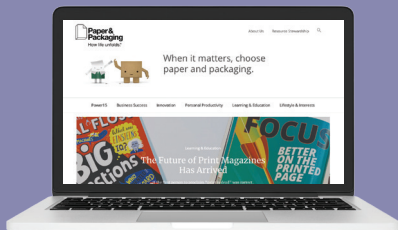
\*HubSpot2018



## WEBSITE TRAFFIC DELIVERS

**40,307**  
**VISITORS**  
**SPENT AN**  
**AVERAGE OF**  
**2:08**  
**MINUTES**

MARCH 1-31, 2019



Once we capture attention across any of our channels – print, television, videos, digital banners, paid or earned media – our content sends consumers to our website. Reimagined for a more robust user experience, howlifeunfolds.com saw visitors double their time on the site in the first month of relaunch.

New social and search content and a stronger call-to-action sparked an impressive

**17.9%**

## UPTICK IN VISITORS TO THE WEBSITE

JULY 1, 2018 TO JUNE 30, 2019



**22,226**  
**DOWNLOADS**

OCTOBER 1, 2018 TO JUNE 30, 2019

## DOWNLOADS STACK UP

We greeted site visitors with engaging, immediately actionable content they can use in their daily lives by downloading and printing. And they're doing it! Customizable planner pages, for example, have 61K page views and 13K downloads.

# Econometric report



## INDEPENDENT REPORT CORROBORATES POSITIVE CAMPAIGN DATA

An independent econometric model developed by Cornell University economist Dr. Harry Kaiser confirms the positive impact of the Paper and Packaging Board's (P+PB) program on paper consumption. This model, required by the USDA as part of P+PB's checkoff mandate, quantifies the impact of the P+PB campaign on short tons for the five paper grades paying into the program, including containerboard, paperboard, kraft, bond and printing and writing papers. Overall, P+PB's promotional efforts increased combined consumption by 1.7 million tons per year for 2015-2018, compared to what it would have been in the absence of the program. In other words, had there not been a P+PB campaign, consumption would have been 2.8% lower than it actually was for 2015-2018.\*



## STATEMENT OF FINANCIAL POSITION

\$(000) as of December 31, 2018

### Assets

Cash	\$	5,837
Assessments Receivable		6,141
Prepaid Expenses		71
Total Current Assets		<u>12,049</u>

### Property & Equipment, Net

		133
<b>Total Assets</b>	<b>\$</b>	<b><u><u>12,182</u></u></b>

### Liabilities and Net Assets

Accounts Payable and Accrued Expenses	\$	267
Deferred Rent		9
Total Current Liabilities		<u>276</u>

Deferred Rent, Net of Current		56
Total Liabilities		<u>332</u>

### Net Assets

Without Donor Restrictions - Board Designated		870
Without Donor Restrictions		10,980
Total Net Assets		<u>11,850</u>
Total Liabilities and Net Assets	<b>\$</b>	<b><u><u>12,182</u></u></b>

## STATEMENT OF ACTIVITIES

\$(000) as of December 31, 2018

### Revenue

Assessments	\$	24,433
Interest Income		41
Total Revenue		<u>24,474</u>

### Expenses

Program Expenses		23,434
General and Administration		1,119
Federal Government User Fees		95
Total Expenses		<u>24,648</u>

<b>Change in Net Assets</b>		(174)
Net Assets at Beginning of Year		12,024
Net Assets at End of Year	<b>\$</b>	<b><u><u>11,850</u></u></b>

This report is a summary of the financial statements incorporated in the annual audit report issued by Councilor, Buchanan & Mitchell, PC, for the year ended December 31, 2018. The complete financial statements and notes are available upon request from P+PB.

# Strategy in motion

No longer can an advertiser rely exclusively on TV or print ads to persuade millions of people to change minds or habits. Today, the Paper & Packaging – How Life Unfolds® campaign optimizes technology, a highly intuitive website and an arsenal of integrated tools to tell compelling stories of environmental stewardship, innovation, productivity and learning. Leveraging a strategic mix of advertising, digital media, public relations and social media, we are successfully engaging with target audiences, achieving record highs in website traffic, and increasing perception, relevance and usage.

## SUSTAINABILITY. AS EASY AS 1-2-TREE



**WATCH** these compelling testimonials at our How Life Unfolds YouTube channel.



*Faces of the Forest* short-form videos are at the root of our resource stewardship messaging. Forestry families from U.S. “wood baskets” tell stories of care and conservation of forests used for paper. In “Meet the Town of Falmouth, Maine,” an entire town regenerates and protects its forestland. Since premiering in May 2019, this video alone has received 2.1 million video views and 36.7K clicks.

## PACKAGING INNOVATION: ADDING VALUE

"When what's inside matters, count on boxes." The signature line from our television advertising reinforces the attributes of Casey, the brand ambassador who ensures that products mailed in paper-based packaging arrive safe and sound. But innovative design and materials do more than protect. Our industry has introduced fresh thinking with e-commerce-ready packaging, eco-friendly food packaging that reduces waste and premium packaging that adds value to the brand it represents.

### The Next Great Package



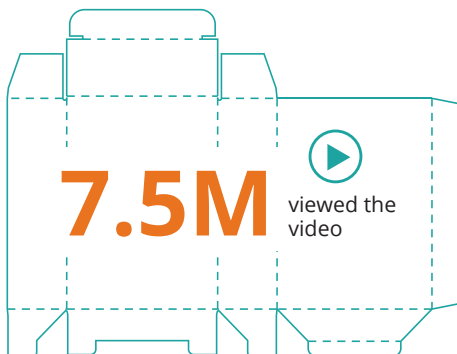
Innovative packaging design took center stage with our breakout reality-show competition series. The contest challenged premier designers to create paper-based packaging solutions for leading brands like Moe's Southwest Grill, Zappos and Yotel. Millions of Americans tuned in to the video "shorts" and full-length versions of the design challenge, driven by advertising, digital media, social media and public relations activity. This creative series on packaging innovation delivered as our highest performing marketing initiative of the last year.

**68.5M**  
**IMPRESSIONS**

across all platforms  
and social channels

**20.3M**  
**IMPRESSIONS**

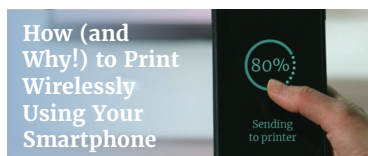
from earned media in relevant  
trade and B2B publications,  
including FastCasual.com,  
Innovation Summit, Footwear  
News, Inverse media and  
brandchannel.com



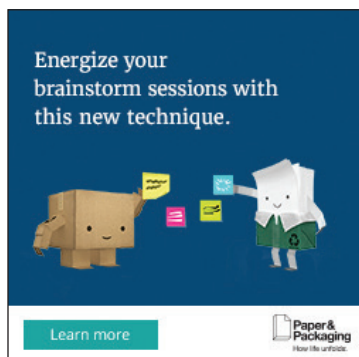
**ENJOY** *The Next Great Package* design contest  
at our How Life Unfolds YouTube channel.

## PRODUCTIVITY PAYS OFF

10,000+ downloads! More printing! Greater work and personal productivity! Our campaign strategy is working hard and smart. Customizable gratitude journals, New Year's resolution checklists, planner pages and calendars encourage paper usage at work and home, empowering productivity and everyday success.



"When making a big impression matters," paper wins the day. Television spots featuring animated heroes, Casey and Page, promise business and personal productivity, and success.



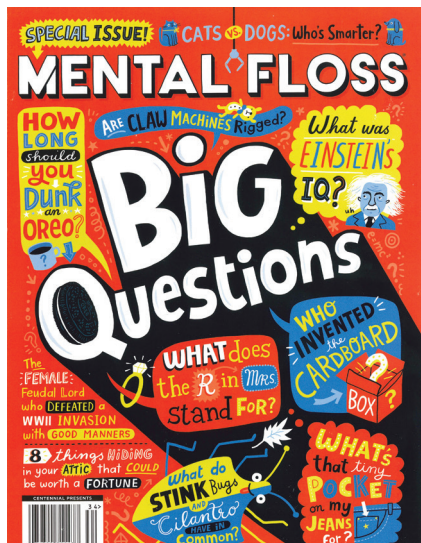
Digital banner ads ran on targeted websites to increase website traffic.

## Brainstormingwriting

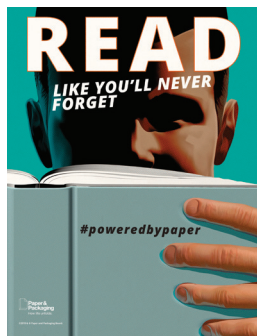


With a carefully curated ecosystem of business content, we introduced *brainwriting*, a modern approach to group ideation. Brainwriting spurs more ideas and maximizes a team's time and talent. Print ads, web content, social media, digital banners, SEO and advertorials taught consumers why and how — and drove them to [howlifeunfolds.com](http://howlifeunfolds.com) to engage with and download related content. Time on site and number of downloads jumped.

## DIGITAL PUBLISHER MENTAL FLOSS RETURNS TO PRINT



Posts and articles get readers thinking about paper.



We partnered with *Mental Floss*, an online platform for brain-stimulating learning activities, and helped relaunch their printed magazine after a three-year hiatus. Celebrating modern paper and packaging stories of personal and work productivity, our print and web articles and exclusive presence populated the smart, hip, glossy publication and website.

*"We're delighted to be partnering with the Paper and Packaging Board for the second year in a row. We can't imagine a better brand to help us bring back a special edition of our much-loved magazine."*

ERIN MCCARTHY

Editor-in-chief of *Mental Floss*



**BUY** this special edition of *Mental Floss* at Barnes & Noble or Whole Foods.

INCREASED VISIBILITY WITH



A greater push to reach business customers through LinkedIn helped double our followers to over 5,843. Sought-after business decision-makers responded enthusiastically to our packaging design challenge, thought-leadership blogs and work-productivity content on this hardworking platform — and we're rolling out more all the time. Add Paper and Packaging Board to your LinkedIn network to join these meaningful conversations.



**BUSINESS DECISION-MAKER  
FOLLOWERS**

including senior executives of big box retailers,  
consumer packaged goods and national brands.

JULY 2018 TO JULY 2019



**IN FOLLOWERS**

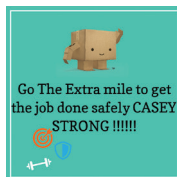
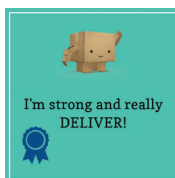
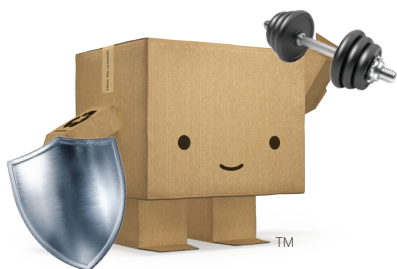


**673,000  
IMPRESSIONS**

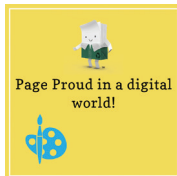
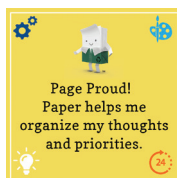
from *The Next Great Package* design contest on LinkedIn



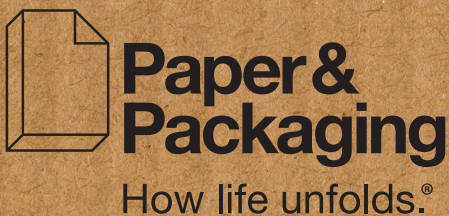
# Casey Strong, Page Proud: an industry salute



Our industry-wide Casey Strong, Page Proud contest asked member companies to show us what they were made of — and they answered with strength and pride. Comparing themselves to Casey and Page, national brand ambassadors who embody the attributes of paper and packaging, 5,000 employees in company mills and facilities posted pictures and testimonials on the interactive landing page. Thank you to our company Communications Ambassadors for continuing to support our campaign efforts at a grassroots level.



*And thank you to the manufacturers and importers participating in the campaign. Without you, we couldn't deliver.*



**PaperandPackaging.org**  
**HowLifeUnfolds.com**

**Stay connected to our—and your—ongoing success story.**

