



FOR IMMEDIATE RELEASE

Checkoff Campaign Reaches Record High Engagement

Annual State of the Campaign Report Details Success

McLean, Va. (July 16, 2020) – The award-winning marketing program from the paper and packaging industry, Paper & Packaging – How Life Unfolds®, reports record high consumer engagement and stronger consumer preference for products and packaging made of paper in its newly released [2020 State of the Campaign Report](#). Targeting both business decision makers and consumers, the campaign, run by the Paper and Packaging Board (P+PB), generates more than 100 million video views annually and reports a 12:1 ROI for the industry.

When the data-driven marketing campaign launched in 2015, it targeted an audience of 38 million highly valuable paper users and purchasers responsible for 49% of grocery trips and 47% of online orders. The campaign advertising, social media approach and content-driven messaging has expanded this target audience to 50 million people, or 35% of the population, without erosion of value. (Isobar, October 2019)

“Increasing the number of people who bring the most purchase power to our category is a great accomplishment in our first years,” says Mary Anne Hansan, president of P+PB. “Looking ahead we are looking at how we tell our industry’s less known sustainability story to help reinforce this larger audience’s purchasing decisions and their propensity to consider their impact on the planet.”

Fans and followers of the campaign see an increasing emphasis on stories and videos that share the industry’s long-standing commitment to sustainable forestry practices and innovation. The 2020 State of the Campaign Report [and video](#) share data on the highly engaging Faces of the Forest videos, viewed more than 8 million times, and highlights the campaign’s successful focus on work-at-home productivity this spring, generating a record high 800,000 website visits in the first three months of 2020.

Industry members and the public can learn about more impact data, campaign work to date and preview what lies ahead in 2020, including information about referendum, at webinars offered by Mary Anne Hansan. [Register for a webinar](#).

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About:

The Paper and Packaging Board promotes the use of paper products and paper-based packaging by highlighting the value they bring to our daily lives. More than 40 U.S. manufacturers and importers collectively fund the national marketing campaign, Paper & Packaging – How Life Unfolds®.

www.howlifeunfolds.com

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