



Paper and Packaging Board Newsletter Helping a Sustainable Planet Unfold

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SPECIAL HIGHLIGHT

P+PB's State of the Campaign Report details progress on sustainability initiatives

On July 19, the Paper and Packaging Board's How Life Unfolds® campaign is launching a new, sustainability-focused effort, featuring consumer-tested creative set to reaffirm the recyclability of paper and boxes and highlight product innovations that are healthier for the planet. Featuring an animation style that will resonate with the younger end of our Expressives audience, the creative brings our industry's products to life in a magical, colorful world. The new campaign launches with a content rich microsite, video, digital banners, and more. In this year's State of the Campaign, P+PB president, Mary Anne Hansan, will preview the new work in a series of webinars.

Register Today!

July 13 @ 11-11:45 EST

July 15 @ 11-11:45 EST

July 15 @ 3-3:45 EST

July 20 @ 11-11:45 EST

These webinars are for interested member company employees, media and partners. There are four timeslots available, so register for the date and time that works best for you.

REGISTER at paperandpackaging.org

Sustainable Thoughts

From P+PB's President, Mary Anne Hansan



Take the leap with us!

In February 2020, before Covid-19 shut down the world, the Paper and Packaging Board of Directors made a bold decision. Instead of spreading limited resources across a number of discrete benefits messages, we'd put all of our effort into bringing consumers our strongest, most relevant, most urgent, and most compelling story: our unrivaled sustainability profile.

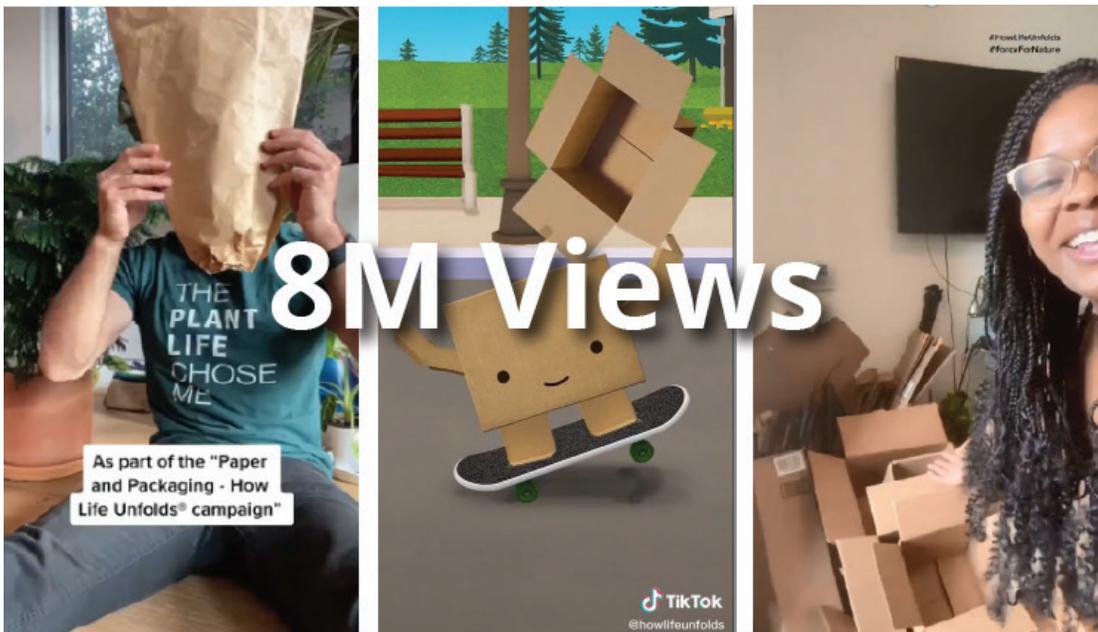
READ MORE on my blog at paperandpackaging.org/blog

CAMPAIGN HIGHLIGHTS

TikTok reaches younger consumers with environmental messaging

TikTok has emerged as one of the social platforms best equipped to inform, entertain and engage younger audiences with vibrant and impactful content. As our Expressive audience ages up, the campaign is taking advantage of newer platforms to continue reaching consumers on the younger end of our audience demographic.

This April, @HowLifeUnfolds made its TikTok debut partnering with five influencers to make ten videos, and with three videos featuring brand ambassadors, Casey and Page. While micro-influencers like Farmer Nick and The Busy Bee Box educated about the planet-friendly choices you make when you choose paper and paper-based packaging, Casey and Page tapped into popular TikTok video formats to entertain and educate this younger audience, and show that breaking down your box is as easy as empty, flatten, recycle. Two months in, these videos have collectively reached more than 8M TikTok fans and 31K have clicked on the short videos.



FOLLOW
@HowLifeUnfolds on
TikTok, Instagram,
Facebook and **Twitter**
for the latest recycling
content!

P+PB convenes company communicators and industry groups to share updates and ideas

This June, the Paper and Packaging Board brought company communicators and industry communications leads together during our annual Communications Ambassadors (CAPs) Summit and Industry Communicators (ICE) Event to facilitate dialogue and collaboration. This year's virtual CAPs event, with communicators from 20 paper and packaging companies, was an opportunity to share sustainability work in progress prior to launching July 19. On June 23, industry communicators from industry organizations came together to discuss relevant sustainability messages and collaboration opportunities. Speakers included:

- **Lindsay Murphy**, *Executive Director of Strategic Communications* at the American Forest and Paper Foundation spoke to overarching manufacturer priorities
- **Rachel Kenyon**, *SVP*, Fibre Box Association spoke about waste and recycling
- **Jason Metnick**, *SVP*, Customer Affairs at the Sustainable Forestry Initiative spoke about forests as the sustainable source of our industry

Both groups also heard from Afdhel Aziz, author of *Good is the New Cool: Market Like You Give a Damn* and a leading expert in organizational purpose, marketing innovation, and social entrepreneurship.

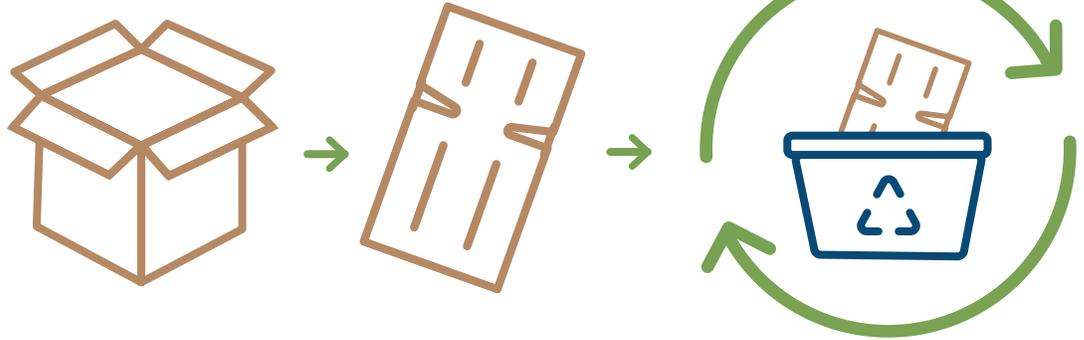


“This was a great virtual event - the content was well planned and respectful of time with relevant and helpful information.”

COMMUNICATIONS AMBASSADORS SUMMIT ATTENDEE

DATA TRENDS THAT MATTER

The average **corrugated box** is made from **more than 50% recycled fiber.**



Corrugated Packaging Alliance. August, 2016. "Corrugated Packaging - A Recycling Success Story."

SOCIAL SPOTLIGHT AND SHARING

PortHawkesburyPaper @PortHawkPaper · 4h
According to @mpmagmedia and @HowLifeUnfolds, Magazines provide the highest overall return on ad dollars.

Port Hawkesbury Paper is proud to produce the best supercalendered paper in North America for retail inserts, magazines, and catalogs.

#supercalender #paper #magazines

WHEN HITTING YOUR TARGET MATTERS - CHOOSE MAGAZINES

DON'T GLOSS OVER MAGAZINES' INFLUENCE ON PURCHASING DECISIONS.
Brands bank on the trustworthiness of this medium to persuade readers to take action and buy - for a return on the advertising dollar that's greater than to and digital.

Highest overall return on ad \$5, \$6.51 COMPARED TO \$3.23 on TV \$2.43 on Digital!	67% AGREE Magazines deliver a more POSITIVE AD EXPERIENCE than any other medium, including Digital!	1/3 BUY say magazine ads HELP THEM MAKE PURCHASE DECISIONS!
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Rusken Packaging, Inc.
1,780 followers
2h · 🌐

#ChooseCorrugated #Corrugated #corrugatedpackaging #packaging #sustainability Paper and Packaging Board https://lnkd.in/eUjm4_c

Paper and Packaging Board
28,010 followers
Timo · 🌐

Are you using paper-based packaging for your products? Find more data to improve your business' perception from our 2020 Campaign Impact Report: <http://hluf.us/1BXDS0Ezbbi>

I think more highly of companies that package their products in paper-based packaging

Aug '15	44%
Nov '20	77%
5-yr. avg.*	63%

International Paper
296,909 followers
4m · 🌐

With increasing demand and a stronger focus on sustainability, the paper and packaging industry is meeting the challenge!

Learn how paper is becoming the material of choice for dimensional innovations: <http://hluf.us/Nh9U50E0mLJ> via Paper and Packaging Board.

The paper and packaging industry makes innovative products.

Aug '15	67%
Nov '20	84%
5-yr. avg.*	75%

NPTA @goNPTA · 14h
#Cardboard food #packaging may seem unobtrusive, but it's actually a secret superhero. Check out this video to learn why food producers turn to cardboard packaging: howlifeunfolds.com/packaging-inno... @HowLifeUnfolds

For nearly a century, cardboard boxes have been food producer's best friends

Watch: Food Packaging's Secret Superpowers
Cardboard packaging is a secret superhero. howlifeunfolds.com

