

SUSTAINABILITY

unfolds

2021 STATE OF THE CAMPAIGN



**Paper &
Packaging**
How life unfolds.

unfolds

into a vibrant 2021
consumer campaign
and powerful
investment in our
legacy of sustainability.

As consumers worry more about the environment, smart brands are leading the way to planet-friendly solutions at scale. Our industry stands out with a dynamic collaboration among paper and packaging companies to offer innovative and sustainable alternatives to other materials like plastic.

We proudly unveil the state of this new campaign. Already our forest-focused content is seeing increased engagement in the first half of 2021. Youthful creative and storytelling help elevate recycling behavior and benefits, sustainable innovation and our industry's critical forest stewardship story. Ultimately, we are demonstrating that consumer choices matter and that our products are helping individuals and companies meet their robust sustainability goals and aspirations. Keep reading to see how industry reputation and preference for paper and paper-based packaging are advancing — thanks to your campaign inviting consumers to choose paper and packaging and be a force for nature.

understands

our target audience — and empowers them.



They care about the planet.

64% of consumers feel more environmentally conscious than others¹



They strongly prefer paper to plastic.

2x Preference for paper-based product packaging is almost twice theirs for plastic²



They don't have the facts on forests.

58% believe forests in the U.S. are shrinking
In fact, forest area in the last 30 years has increased by over **33 MILLION ACRES**³



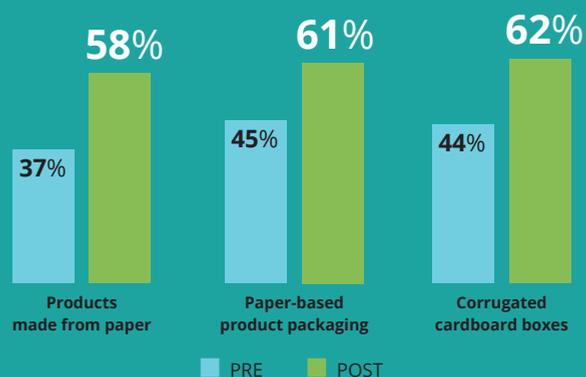
They believe in recycling but find it challenging.

55% **AGREE** ordering many items that are shipped in corrugated cardboard boxes makes them feel guilty about the environment

47% **AGREE** they find it time consuming to break down and recycle corrugated cardboard boxes⁴

Educating about facts changes minds.

After exposure to messaging, there is a significant increase in belief that paper, paper-based packaging and corrugated cardboard boxes are part of the solution.⁵



EXPANDING OUR PLATFORMS TO REACH YOUNGER CONSUMERS

As more Gen Z's age into our target audience, we are stepping up with new ways to reach them where they spend time. Our TikTok debut features brand ambassadors Casey and Page, and connects the 18- to 34-year-old consumer audience with modern content around thriving forests, breaking down boxes the right way and the ability of boxes to be recycled 7+ times. TikTok influencers talk about paper's sustainability features from personal and business vantage points.



Casey,
Empty. Flatten. Recycle.
@howlifeunfolds



Nick Custumpas,
Eco lifestyle Influencer
@farmernicknyc



BusyBee,
Small Business Owner
@thebusybeebox



SCAN to enjoy our whole TikTok campaign!

¹ Isobar, Segmentation, 2019
² Isobar, Consumer Tracking Study, November, 2020
³ US Forest Service, Forest Resources of the United States, 2017
⁴ Isobar, Consumer Tracking Study, November 2020
⁵ Heart + Mind Strategies, Sustainability Positioning and Messaging Research, 2020

unearth

compelling messaging and content that move people.

A STORY ROOTED IN THE FORESTS

Our sustainability story begins with educational messages about state-of-the-art forest management practices and innovations that lead to people feeling good about using and choosing paper and paper-based packaging – with the goal of increasing preference for these products and strengthening our industry reputation.



FORESTS AND HUMANS: AN EVERGREEN RELATIONSHIP



Our popular forest-owner stories, spanning woodbaskets across the U.S., put a face on the private forest-owner businesses who manage and nurture our nation's forestland. *Faces of the Forest*, authentic testimonials about generations of commitment and stewardship, are the perfect backdrop to expand on our storytelling to include recycling and product innovation messages — with a new video launching later this summer.

 **37M** VIDEO VIEWS on Facebook, Twitter, Instagram and LinkedIn, as well as digital ad platforms, since the start of the series.

75% of the video views (26M) have come in the *first six months of 2021 alone*.

66% COMPLETION RATE from consumers who clicked through a digital banner or social and viewed the video in its entirety.

unleashes

a campaign starring transformation.

We didn't have to look further than our forests for inspiration on how to tell the magical, circular story of forest products. To appeal to our core consumer target audience, Expressives – and to break through a fast-paced media environment – we created a world awash in color and optimism.

On the air, screen and printed page, viewers watch transformation take flight. They see the kinds of products their recycling can become. Research suggests that this kind of knowledge encourages consumers to recycle more. Right before their eyes, our audience sees that their choices matter both today and tomorrow.

"We wanted to show how simple choices like choosing paper can have a big impact on the environment and do it in a way that had some magic to it. Animation allowed us to do that, to show the transformative nature of recycling and forestry in a simplified, vibrant, positive way."

JOHN HOBBS,
Creative Director
Manifest

BE A FORCE FOR NATURE: A CONSUMER CALL-TO-ACTION

Debuting this month, our new addition to our sustainability campaign will convey the benefits of choosing paper products and recycling those products. Decisions for the good of our planet play the starring role in the first phase of a multimedia campaign hitting the air, screen and printed page.



SCAN to visit the
PaperForNature.com
microsite.

unveils

how we are planting big ideas with consumers.

On connected TV, digital, print and social, we use new and existing content to educate consumers and customers about the far-reaching benefits of recycling and product innovations. Explore our strategically designed campaign ecosystem to see how we use every platform to reinforce

our powerful sustainability story. The user experience consistently leads to PaperForNature.com, the dynamic microsite that digs even deeper into recycling, innovation and how people and brands can do their part.



Videos for TV, digital and social demonstrate the recycling ecocycle.



Public Relations leverage social and environmental influencers and experts in changing habits to reinforce recycling behavior and good news about forest stewardship.



Sustainability Microsite: PaperforNature.com

The themed microsite where visitors learn even more about sustainability benefits.



Social Media is the perfect platform for our brand new video campaign plus high-energy messages driving recycling and innovation.



Print Ads demonstrate the loop of product recycling and transformation. See us in *Rolling Stone*, *HGTV Magazine*, *Food Network Magazine*, *Us Weekly*, and *Bloomberg Green*.



Digital Banners highlight innovative products and recyclability, empowering people to make a difference.



Podcast advertising on shows that are in line with our sustainability focus and reach our Expressives, featuring live promos read by popular hosts.



Content Hub Website: HowLifeUnfolds.com educates about paper and packaging product benefits with additional sustainability content not found on PaperForNature.com.

unites

→ the industry



Strengthening our industry's reputation for its active and ongoing stewardship of forests and growing consumer preference for paper products and paper-based packaging are the goals of our sustainability-focused campaign. Together, with the right information, we inspire and equip consumers to be a force for nature and use their buying power to signal that paper is the best choice for the planet.

Our shift towards a 100% sustainability focus and our new efforts in TikTok to reach younger audiences are giving us a strong start. New creative will inspire and engage consumers in an even more compelling way through video, print and a dedicated website experience. Using both qualitative and quantitative research, we have benchmarked and will monitor the visibility/ conspicuousness and impact of our new educational focus.

MEASURING CONSUMER ATTITUDES OVER TIME WILL ANCHOR OUR SUCCESS METRICS

Our ongoing Attitudes and Usage Tracker will be refined to focus on these beliefs and behaviors:

- ▶ Decline in belief that forests are getting smaller
- ▶ Increase in belief that forests are becoming healthier
- ▶ Increase in perception of industry and products seen as part of the solution
- ▶ Reduction in guilt around the use of paper, paper-based packaging, and corrugated cardboard boxes
- ▶ Increase in preference for paper, paper-based packaging, and corrugated cardboard boxes

COLLABORATION ACROSS THE INDUSTRY STRENGTHENS OUR APPROACH

This industry's environmental legacy is unmatched, and the Paper and Packaging Board is leveraging the deep sustainability knowledge of forest-centered organizations, who for years have been charting the industry's sustainability roadmap. Working alongside the American Forest & Paper Association, Fibre Box Association, Sustainable Forestry Initiative, American Forest Foundation and the U.S. Forest Service, to name a few, synergy is alive and well as we reach various audiences with sustainability messages that resonate. As stewards of the same precious natural resource, we are grateful for these partnerships.

Together, we give unwavering focus to educating consumers and customers about forest stewardship and product innovation. Together, we are complementing and elevating the industry's sustainability efforts to ensure a healthy, prosperous planet and future. Together, we are a force for nature.



Scott Light

SCOTT LIGHT
Chair, Paper and Packaging Board
Executive Vice President, Packaging
& Cellulose, Georgia-Pacific



Mary Anne Hanson

MARY ANNE HANSON
President, Paper and
Packaging Board

HELPING A SUSTAINABLE PLANET UNFOLD.



**Paper &
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How life unfolds.

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