



ECONOMIC ANALYSIS FINDS PAPER INDUSTRY MARKETING CAMPAIGN DELIVERED A POSITIVE IMPACT TO THE INDUSTRY



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8200 Greensboro Drive
Suite 1175
McLean, VA 22102
(703) 935-8390

McLean, VA (February 24, 2025) – The paper and packaging industry’s national promotional program is having a positive impact for the industry, according to an economic report by an independent third party. The campaign, funded by more than 40 manufacturers and importers and run by the Paper and Packaging Board, returned almost \$14 in profit to the industry for every dollar invested in the program, according to the report developed by Dr. Harry Kaiser of Cornell University.

Overall, the P+PB consumer education campaign increased or protected the consumption of four of the five paper grades in the program by a total of 1.2 million tons per year or 2%, from 2019 to 2023. The report analyzed annual data gathered from government and industry sources, representing five grades of paper manufactured (bond paper, printing and writing paper, kraft paper, paperboard and containerboard) - that fund the program.

“Every dollar invested generates almost \$14 in return,” said Kaiser. This demonstrates that the Paper and Packaging Board is clearly focused on its mission, and that the program is well worth the industry’s investment.”

Under the Federal Agriculture Improvement and Reform Act of 1996 (FAIR Act), all federal checkoff programs must commission an independent evaluation and ROI study at least every five years and that is also reviewed and signed off by USDA’s agricultural economist.

Dr. Harry Kaiser of Cornell University conducted the study. Kaiser is the Gellert Family Professor of Applied Economics and Management at Cornell University and is an internationally renowned expert in the economics of generic advertising and promotion programs. He also teaches and conducts research in the areas of price analysis, marketing, industrial organization, policy and quantitative methods.

The findings of the report include:

- The campaign had a positive and statistically significant impact on consumption of four of the five paper grades, with the exception of bond paper.
- Over the past five years, the industry spent \$114.3 million on the P+PB campaign resulting in a net ROI of \$13.96. That is, every dollar invested in the P+PB campaign returned \$13.96 in profit to the industry.

“The use of an econometric model, a USDA-accepted best practice for helping evaluate the effectiveness of these campaigns, is another method to look at the campaign’s impact on the paper and packaging industry,” said Mary Anne Hansan, president of the Paper and Packaging Board. “We also look at results from our consumer advertising on TV, streaming channels, social media, podcasts and more along with our annual benchmarking survey of consumer attitudes towards paper and the industry.”



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Kaiser added, “The direct effects of this program to the industry are significant and show that the industry is better off as a result of the program.”

More than 10 years ago, the Paper & Packaging – How Life Unfolds® consumer campaign launched representing a unified effort by the paper and packaging industry to increase consumer preference for and use of paper and packaging. The campaign today focuses almost exclusively on sustainability, highlighting the renewability of forests and paper’s recyclability.