

## **PAPER AND PACKAGING BOARD SELECTS CRAMER-KRASSELT FOR FIRST-EVER NATIONAL MARKETING CAMPAIGN**

The Paper and Packaging Board (P+PB) announces the selection of Cramer-Krasselt in Milwaukee to shepherd the board's first national marketing campaign to increase demand for paper and paper-based packaging. The consumer-focused campaign will promote product benefits and include advertising, social media and public relations components.

"We picked Cramer-Krasselt for their ability to come up with a "big idea" and to translate that idea into a well-integrated campaign that delivers results," said Mary Anne Hansan, executive director of the Paper and Packaging Board. "They are deep, strategic thinkers with the right blend of capabilities."

Authorized by federal legislation, P+PB (also known as the Paper Checkoff) is designed to grow demand for paper and paper-based packaging. It will focus on consumers, emphasizing both the personal and environmental benefits of paper and paper-based packaging products.

The new campaign is slated to debut in the summer of 2015.