



PAPER +  
PACKAGING  
BOARD

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## Paper Industry Unveils First-Ever Animated Characters to Strengthen Consumer Connections Nationwide

*The Paper & Packaging – How Life Unfolds® campaign features characters that embrace the strong human connectivity values of paper and sense of security that packaging provides*

**MCLEAN, Va. (Feb. 14, 2018)** — Today the Paper & Packaging – How Life Unfolds® campaign reveals two new animated characters to further strengthen the consumer connection established by the campaign over the past three years. The new industry brand ambassadors are a springboard for inspiring creativity, connection and achievement—qualities consumers around the world appreciate when using paper and paper-based packaging products.

“Paper and packaging products are prevalent in our lives, and it was our goal to create highly-relatable characters to represent the vital roles that paper and packaging play for each and every one of us,” shares Mary Anne Hansan, president of the Paper and Packaging Board. “We launched the Paper & Packaging – How Life Unfolds® campaign in 2015, and we are thrilled to introduce these new characters to help consumers nationwide recognize and remember the value of paper in their everyday lives.”

The newest iteration of the Paper & Packaging – How Life Unfolds® campaign was created by Milwaukee-based agency, Cramer-Krasselt, to help emphasize the unsung heroes of everyday life with engaging, instantly recognizable characters. “We literally brought paper and packaging to life as animated characters to highlight paper’s timeless power and relevance in our increasingly digital world,” said Todd Stone, group creative director at Cramer-Krasselt. “Through decades of technological innovation, paper remains one of the most effective ways to learn, communicate and share ideas. And nothing keeps the items you care about safe during transit better than corrugated packaging.”

Consumers will meet the new animated characters on TV, in magazines such as *US Weekly*, *Forbes*, *Delta Sky*, *ESPN*, *HGTV Magazine* and *Parents Magazine*, via digital ads on platforms like Hulu, and across more digital and social media channels. To learn more about the 2018 campaign, visit [www.howlifeunfolds.com](http://www.howlifeunfolds.com).

The characters are presented in photo-realistic scenarios, such as in a library, an orchard, on a graduation stage, and next to an award show podium. The broadcast and digital videos feature paper in a boardroom helping execute a flawless meeting and packaging safely transporting goods from warehouse to your doorstep.

To learn more about the 2018 campaign, visit [www.howlifeunfolds.com](http://www.howlifeunfolds.com).

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### **About Paper & Packaging – How Life Unfolds®**

The Paper & Packaging – How Life Unfolds® campaign is an industry-funded effort from more than 50 U.S. manufacturers and importers of paper and paper-based packaging. The campaign highlights the important role paper and packaging play in our lives, helping us accomplish our goals and help keep our goods and products safe.

[www.howlifeunfolds.com](http://www.howlifeunfolds.com)



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