



FOR IMMEDIATE RELEASE

Paper & Packaging – How Life Unfolds® Campaign Provides Annual Update

Positive indicators show the paper industry is well-positioned to capitalize on economy's growth



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MCLEAN, Va. (July 18, 2018) – The Paper and Packaging Board released its [2017 Annual Report and State of the Campaign](#) update highlighting the progress of the Paper & Packaging – How Life Unfolds® campaign. Positive-trending consumer preference data shows the most improved and robust measures of consumers' desire for paper since the campaign launch in 2015. In addition, agricultural economist Harry Kaiser, PhD, Cornell, estimates the campaign has created close to 500,000 more short tons of paper-based packaging demand per year since 2015.

While attitude and usage research data on consumers in the target audience reveals stronger feelings than ever about paper, consumer attitudes have not yet translated to a slower rate of decline for paper. The State of the Campaign update reports its strongest attitudinal metrics on paper to date which serve as leading indicators of positive trending preferences.

“Despite continued decline in paper consumption, we believe these positive preference trends will translate to increased consumption in time,” said Mary Anne Hansan, president of the Paper and Packaging Board. The campaign spent last year fine-tuning the Paper & Packaging – How Life Unfolds® campaign to increase impact of campaign investment for participating companies.

This year, the campaign released new ads featuring characters that better communicate product benefits. Research shows a consistently high reputation score for paper versus other packaging materials, providing a more positive selling environment. And, a flourishing packaging sector, closely linked to the economy, is creating tremendous opportunities for paper and packaging products.

Launched in 2015 with the Paper & Packaging – How Life Unfolds® tagline, the advertising campaign has appeared in primetime, late-night and digital TV, digital video, print advertising, social media platforms and in public relations campaigns. The multimillion-dollar campaign brings together manufacturers and importers of paper and packaging.

The combined marketing metrics, as well as other campaign results, can be found in the [State of the Campaign update](#) to the Industry, including the [2017 Annual Report on Financials](#).

Paper and Packaging Board

The Paper and Packaging Board establishes and guides promotions designed to help slow the decline in paper use and expand demand for paper-based packaging products. More than 50 U.S. manufacturers and importers of these products collectively fund the board's efforts including the Paper & Packaging – How Life Unfolds® campaign. www.paperandpackaging.org

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