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CAMPAIGN HIGHLIGHTS

This job is way more about people and woods than just woods.
CONSUMER CAMPAIGN

A Fellowship of Townspeople Become our May Faces of the Forest

The New England town of Falmouth, Maine, is featured in our latest Faces of the Forest video series this month. This town shows that it takes a village to properly care and maintain a forest, and that a well-maintained forest results in a prosperous and productive community. Check out our videos, featuring town officials, foresters and residents, who explain that forest management is a community effort. The videos air on our website and on our social media accounts throughout the month.

> Watch them here

CONSUMER CAMPAIGN

More Downloads, More Printing, More Productivity!

Using paper at work can help improve your productivity. Find our essential quick tips and tricks in downloadable content to help you improve personal productivity and your everyday success in business. From gratitude journals to resolution checklists to planner pages, we've generated more than 10,000 downloads! Print out a few of our top downloadable content pieces listed below.

How (and Why!) to Print Wirelessly Using Your Smartphone
Print Your Own Customizable Planners
2019 Paper and Packaging Character Calendars
To Do, Ta Da, Ta DONE! An easy way to personalize your productive days
Since adding LinkedIn to our media buy in 2018, our followers have nearly doubled, with our ads reaching CEOs, VPs and Senior Directors at household brands like PepsiCo, Apple, and Walmart, to name a few! To continue this momentum, we’re expanding our visibility on LinkedIn with more business-related posts and pieces encouraging the use of paper and paper-based packaging. Don’t miss out! Follow us on LinkedIn at Paper and Packaging Board to see how we are promoting the latest innovative solutions and news our industry needs to know.
Online Influencers Stand Out in a Veritable Forest of #TreeSelfies

Tree fans and industry employees alike made Paper & Packaging – How Life Unfolds® annual #TreeSelfies campaign a success generating approximately 260,000 impressions – meaning about 260,000 people were following the tree love on Instagram!

For Arbor Day, online influencers added authenticity to this year’s Arbor Day campaign, spreading the word about the importance of responsible forest management. Influencers like the dog-centric @2Huskateers, redwood lover @RyanResatka and “woods”-mith @ianmastenbrook sent our specific message to a broad audience boosting the visibility of #TreeSelfies.

Record-Setting Arbor Day Engagement

40,000

UNIQUE INTERACTIONS

consisting of likes and comments, took place with our influencer’s content
New Industry Website Offers Easy Access to Information and Campaign Tools

Check us out! Paperandpackaging.org has a brand-new website featuring new content and information about the campaign, as well as new resources for industry selling efforts including videos, infographics and reports. The relevant B2B, resource-rich content and resources will help with sales as well as keeping members and stakeholders informed about all that is happening with the Paper & Packaging – How Life Unfolds® campaign.
Why do Pages Still Matter?

We live in a digital world, but we still tend to measure the importance of a document by its weight, both in physical and historical terms. It suggests...
Pass It On!
If you know someone who would be interested in the Paper and Packaging Board Newsletter, pass it on! Simply forward this email to them or send the link below.

www.paperandpackaging.org
www.howlifeunfolds.com

Want to change how you receive these emails? You can update your preferences or unsubscribe from this list

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