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CAMPAIGN HIGHLIGHTS

B2B CAMPAIGN
Making the Business Case for Paper-Based Packaging

Advertorials that run adjacent to our print advertising feature content that promotes contextually-related paper and packaging stories. The June issues of Entrepreneur, Bloomberg Business and Delta Sky all talk packaging – in this case the readers are primarily business decision makers. This advertorial in Entrepreneur focuses on how innovation, branding and sustainability benefits help customers solve their product packaging needs. It also discusses how packaging can communicate a company’s values and create an exciting unboxing experience customers will enjoy. Read the full article at paperandpackaging.org.
CAMPAIGN HIGHLIGHTS

CONSUMER CAMPAIGN

New Video Showcases Characters in a Creative Collaboration

Our latest video vignette, featuring Casey and Page, is truly a work of art. The video shows the pair working together productively, encouraging viewers to use paper to achieve their goals at work. The result? A sticky note replica of the Mona Lisa! The duo’s collaboration airs this month as digital advertisements on Facebook, Instagram, YouTube and more. Share this entertaining short video as you follow @HowLifeUnfolds on social media.

Digital Banners Bring Casey and Page to a Device Near You!

This month, we’re running two new banner ads featuring learning and business productivity messages to drive consumers to our website for more immersive content. Banners are reaching consumers and business decision makers alike and are running on Amazon, Amazon-owned sites and can be seen on over 20 more additional websites and online platforms including Time and Buzzfeed.

> Watch our latest video vignette at YouTube.com

MAKING AN IMPACT

Website Wins: Social Posts Drive Engagement on Site; New Site Downloads on the Rise

Consumers are spending, on average, more than two minutes on the new Howlifeunfolds.com website. That’s an impressive 128% increase over the old site with nearly a 50% average engagement rate to date. In our first paper push of the year, top productivity social posts include the benefits of doodling on paper, the business of taxes and downloadable “to-do” lists. Our “A Colorful Kitchen Is a Healthy Kitchen” post debuts this month and includes a check list downloadable to take with you on your next grocery shopping trip.

INDUSTRY NEWS & TOOLS

Paperandpackaging.org Offers New Tools!

The new industry site goes beyond content to premiere exciting new features and tools, such as a sales material section that will house the latest campaign updates, consumer tracking data and infographics and will be available this summer.

More downloadable infographics and sell sheets coming soon!