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CAMPAIGN HIGHLIGHTS

CONSUMER CAMPAIGN

Beverage Innovation with Paper-Based Packaging

Drinking your beverage of choice out of eco-friendly paper-based packaging may be happening a bit more often now. Today there's a new wave of beverage packaging in paper-based containers taking innovation and product protection to a new level of buzzworthiness. Ditch the bottle and enjoy your water, beer or juice in a container made from paper! You can find more conversation about paper-container innovation at howlifeunfolds.com/beverage-packaging and on our social channels like Facebook, Twitter, Instagram and more.

Register for this year’s 2019 State of the Campaign Webinar!

Our 4th Annual State of Campaign Webinars are just one week away and there's still time to register for one! Join our president, Mary Anne Hansan, as she discusses the latest campaign impact data, shares campaign highlights and gives an overview of what's still ahead in 2019. There will plenty of time to ask questions at the end. You don't want to miss this! Register for a 30-minute webinar session at paperandpackaging.org for one of the preferred dates and times below.

Wednesday, July 17, 11 AM EST
Wednesday, July 17, 3 PM EST
Thursday, July 18, 11 AM EST
CONSUMER CAMPAIGN

Integrated Digital and Print Campaign Partnership Celebrates the Possibilities of Paper

*Mental Floss* is an award-winning media brand living at the intersection of knowledge and entertainment. As an exclusive partner, we helped to relaunch their print magazine for the first time since 2016. We’re deeply integrated into this special re-launch with key features that will include exclusive P+PB articles throughout the pages speaking specifically to the power of paper and packaging. We also have a strong presence on their digital and social platforms, taking ownership of both ‘Book Corner’ – a popular section on their website – and a social ‘Book Club’ hosted on their Twitter page.

**PURCHASE** a printed copy of *Mental Floss* at your nearest Barnes & Noble or Whole Foods today!

B2B CAMPAIGN

The Power of 15: The 15 Pages That Helped Shape Eight of Today’s Top Business Leaders

They say that on average, CEOs read a book a week, so we dug deep, did some research and curated the 2019 Power15 List, a compilation of short but impactful print pieces recommended by eight of the sharpest minds in business today including Reddit co-founder Alexis Ohanian and president of Moe’s Southwest Grill Bruce Schroder. From this list, readers can learn about the book chapter, magazine article or essay that has influenced the success of these business leaders.

We’re spreading the word on our social channels, specifically LinkedIn. Help keep your mind sharp by diving in and taking the pledge to read 15 Pages a Day at howlifeunfolds.com/15pages.

Casey and Page will be back on air! From August 5 – September 1, Casey and Page will make their return to your television screens. We’re starting off the month of August with television commercials that speak to business productivity and packaging safety. These television commercial ads can be seen on over 25 networks to include ABC, NBC, TBS and more.
Consumer Research Shows that Paper and Packaging Remain Favored

The latest consumer tracking study shows the paper and packaging industry is holding its reputational advantage over plastic. When asked about the paper industry versus others, survey respondents increasingly prefer paper. Want to know more? Pull up a virtual seat at this year’s State of the Campaign webinar.

Go to paperandpackaging.org

2019 Industry Communicators Event and Communications Ambassadors Summit

Every year we bring Industry Trade Group Communicators and Company Communications Ambassadors together. These groups were able to hear an engaging presentation from a nationally recognized online content expert, get a first glance at new consumer tracking data, as well as an inside look at the advantages of creating a strong social presence on LinkedIn - which is arguably the hottest B2B platform in the industry today.
We are Living in a ‘Have it Your Way’ World

I can't help but hum Burger King’s 40+ years old “Have it your way” jingle when thinking about how many products and product packages are custom designed for my individual use.

Visit paperandpackaging.org/blog for the full story.