Campaign Highlights

CONSUMER CAMPAIGN

Casey and Page are back in a new packaging vignette

Our loveable brand ambassadors return in a new vignette called “The Pizza Box” featuring paper packaging. From safely delivering your delicious pizza to the branding of your favorite restaurant on the box, Casey and Page demonstrate how the box makes the whole dining experience better.

WATCH this vignette via digital video and our social media channels this month. Visit youtube.com

“When the experience matters, choose paper packaging.”
60% of office workers turn to paper for peak productivity

The inaugural Workplace Productivity Report, from Kelton research, explores how digital technology is affecting productivity in the modern workplace. With media coverage from Ladders, a popular executive job site, and Inc. online with 19M monthly online views, the report reinforces the value of paper among today’s office workers. For more, tune in to hear our digital detox expert, Holland Haiis, highlight how offices use paper for maximum productivity on My Crazy Office, a podcast about everyday behaviors that take place at work. DOWNLOAD the printable infographic report at howlifeunfolds.com/workplace-productivity-report

“If we jot down our top three objectives for the day on paper first thing in the morning, we avoid getting lost in our inboxes.”

HOLLAND HAIIS

Unboxing packaging innovation video series

In case you’re not familiar, unboxing (the act of opening a package and showing the world what’s inside usually through video) is a popular trend. So, this month we are once again diving into this trend showcasing the talented designers curating these experiences to engage consumers in unexpected ways.

First in the series, we’re featuring Nancy Kruger Cohen, co-founder, chief creative officer and president of Mouth.com – an online indie food store that curates packages of unique products.

Watch the “Unboxing Great Packaging Design” series beginning with Cohen. VISIT howlifeunfolds.com/mouth
CAMPAIGN HIGHLIGHTS

B2B CAMPAIGN

Holiday campaign reinforces ease of recycling boxes

We understand consumers may feel guilty about too many shipping boxes during the holidays, so we’ll be providing tips via social media posts and digital ads on how to easily reuse and, most importantly, recycle shipping boxes. Look for two new articles on HowLifeUnfolds.com, new “Unboxing the Facts” GIFs, and #HowDoIRecycle short videos on YouTube.com featuring wrapping paper, tubes and boxes. Plus, we’re partnering with a new influencer focused on parenting, ScaryMommy.com, that reaches more than 2M followers to help get this message out!

SOURCES: conveyco.com/holiday-shipping-statistics/
salesforce.com/solutions/industries/retail/holiday-shopping-report/

MAKING AN IMPACT

114K VIDEO VIEWS:

The innovation of MANGO PACKAGING

The increasing demand for mangoes led producers to question how to efficiently and safely transport larger quantities of the fruit to retailers. In partnership with our friends at the National Mango Board, we created a video to show why paper-based packaging was the answer. WATCH it at paperandpackaging.org/industry-resources
Rumors of the Death of Recycling Have Been Greatly Exaggerated

It’s our view that the media coverage around the challenges facing U.S. recycling and waste infrastructure tends to underestimate the ways the paper and packaging industry is nimbly innovating solutions, and indeed leading the way in creating a new paradigm. VISIT paperandpackaging.org/blog for the full story.