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***The Paper & Packaging – How Life Unfolds® campaign, from the manufacturers and importers of paper, highlights the important role paper and packaging play in our lives by helping strengthen positive public perceptions of the industry’s products and increase their use.***

- The Paper & Packaging – How Life Unfolds® campaign represents a unified effort by the paper and packaging industry to help strengthen consumer awareness of the value of the industry’s products, increase consumer appreciation and spur consumption.
- The consumer-focused Paper & Packaging – How Life Unfolds® marketing campaign reminds people of paper and packaging’s continued relevance in their lives through a storytelling approach featuring animated paper and packaging characters as the heroes of each story. These characters, each made of paper and packaging, create an instantly recognizable connection with the industry and help consumer recall of the campaign.
- Each animated character embodies core values that consumers appreciate from their use and choice of paper or packaging. Paper helps us learn, be productive and achieve both big and small things in our daily lives. Packaging routinely delivers goods safely to our doorsteps, stores and businesses, as well as information and graphics about the brands we love.
- The characters were introduced in early 2018 in print, then digital video, and on February 14, 2018, launched across digital television and social media. The integrated marketing campaign runs across TV advertising, in magazines, online with digital ads on consumer and retail websites, and in social media. Public relations generates traditional earned media and social media platforms leverage the campaign’s messages across [Facebook](#), [Twitter](#), [LinkedIn](#), [YouTube](#), [Pinterest](#) and [Instagram](#) and at [www.howlifeunfolds.com](http://www.howlifeunfolds.com).
- The campaign collects about \$24M annually from manufacturers and importers from four industry sectors, including printing and writing papers, kraft packaging paper, containerboard and paperboard.
- Paper and packaging is a \$181 billion industry in the United States,<sup>1</sup> offering over 369,300 jobs<sup>2</sup> and creating over 5,000 products from recovered paper.<sup>3</sup> The U.S. forest products industry accounts for 4.5 percent of the U.S. manufacturing GDP in 2017.<sup>4</sup>
- The Paper and Packaging Board oversees the program. The board is composed of an eleven-person operational staff and is governed by a board of directors composed of 10 industry representatives from each of four industry sectors, as well as four regions of the country.

*The Paper and Packaging Board promotes the use of paper products and paper-based packaging by highlighting the value they bring to our daily lives. More than 40 U.S. manufacturers and importers collectively fund the national marketing campaign, Paper & Packaging – How Life Unfolds®.*  
[www.howlifeunfolds.com](http://www.howlifeunfolds.com)

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<sup>1</sup> [AF&PA 2018 Fact Sheet](#)

<sup>2</sup> [Bureau of Labor Statistics](#)

<sup>3</sup> <http://www.epa.gov>

<sup>4</sup> [AF&PA 2019 Economic Impact Report](#)