CONSUMER CAMPAIGN

Website popular with millennial moms offers 11 ways to maximize holiday boxes

Our Partnering with Scary Mommy, one of the largest, most influential sources of entertainment and information for millennial moms online, we created content to reinforce the importance and ease of recycling. Running the entire month of December on Facebook and Instagram, you'll find an article and meme (a fun image and quote that is easily shared) with simple tips to help reuse or recycle holiday shipping boxes. The meme received more than 1,500 likes within the first hour it was posted! Both posts combined could reach up to 2 million followers.
CAMPAIGN HIGHLIGHTS

CONSUMER CAMPAIGN

Watch our newest Faces of the Forest: Meet Sally Hightower of Michigan

Sally’s Twisted Oak Farm is many things: a working tree farm that sends a renewable raw material to local businesses; a place for recreation, including hunting and fishing; and a living, breathing act of conservation. Learn how Sally works with local forestry groups to protect wildlife, keep the soil and water healthy and educate other tree farmers on the importance of good forest stewardship. Watch our sixth episode from our Faces of the Forest series to learn more about Sally’s mission.

“The real threat to forests is development and land conversion, not harvesting...Landowners like Sally want to keep their forest as forest.”

NIA BECKER, FORESTER FOR CLARE & GLADWIN COUNTY MICHIGAN

B2B CAMPAIGN

New video vignette showcases packaging

Brand ambassadors Casey and Page show how boxes are made to fit unusually shaped products, when it matters! Watch this vignette via digital video and our social media channels this month and next.

“When the right box matters, choose paper packaging.”

Print ads with supporting advertorials hit business publications this month

Find us in the December issue of Bloomberg Businessweek (on sale December 13) with a sponsored story about the many benefits of packaging from protection to branding, to its ability to easily recycle or be reused. You’ll also find us on Delta flights in Delta Sky where adjacent, sponsored content showcases paper as the best tool to use for brainstorming sessions.
CAMPAIGN HIGHLIGHTS

B2B CAMPAIGN

Unboxing design: Packaging innovation with Taylor Box Company

We’re once again capitalizing on the buzz-worthy unboxing trend to feature talented designers who use paper packaging to tell branding stories in unexpected ways. This month through January, we talk with Ken Byrne, Taylor Box Company’s Senior (packaging) Design Engineer, about the creation of their FootJoy StaSof golf glove sales kit in collaboration with Titleist. The award-winning kit includes elements of the glove incorporated directly into the design of the box itself. Watch this next featured packaging designer in the “Opening Up: Unboxing Great Packaging Design” series.

“The unique opportunity with paper-board packaging is haptics. It’s an exciting space to be in when you’re trying to tell a brand story.”

MARKEN SHEDD, TAYLOR BOX COMPANY

INDUSTRY NEWS & TOOLS

Communications Ambassadors took a look at the board-approved 2020 strategic usage, messaging priorities and resource allocations for non-TV activities. Key use and message areas include how paper and paper-based packaging fuels packaging innovation, personal and business productivity, learning on paper and resource stewardship.

2020 Message Pillars by Product

<table>
<thead>
<tr>
<th>Safety, Protection and Innovation</th>
<th>Business + Personal Productivity</th>
<th>Learning</th>
<th>Resource Stewardship/ Sustainability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Packaging</td>
<td>45%</td>
<td>10%</td>
<td>0%</td>
</tr>
<tr>
<td>Paper</td>
<td>0%</td>
<td>15%</td>
<td>10%</td>
</tr>
<tr>
<td>Total</td>
<td>45%</td>
<td>25%</td>
<td>10%</td>
</tr>
</tbody>
</table>

MAKING AN IMPACT

68% AGREE

PRINT CATALOGS INSPIRE ME with more ideas than browsing an e-commerce website.

Source: Consumer Tracking Survey. Isobar October 2019.
The one thing you don’t have to worry about this holiday season

It’s true that some other materials may still be facing recycling challenges, but in our little paper-based world, the news has been consistently good.

> Read the full story here