



# Paper and Packaging Board Newsletter

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## CAMPAIGN HIGHLIGHTS

### CONSUMER CAMPAIGN

# Americans bought more online this holiday season; and, we were here to help

This year, e-commerce sales grew 18.8% compared to 2018, according to **Mastercard SpendingPulse**, which tracks spending trends. And, did you know that Amazon's Prime Week (in July) kicked off the holiday season with **around half of Americans making a holiday purchase?** That's a lot of boxes! We knew consumers might feel some guilt about those shipping boxes, so we were in the mix via online ads providing tips to easily reuse and recycle. We even partnered with **Scary Mommy**, one of the largest, most popular sites for moms, to create content that reiterated this message, generating more than 16,000 engagements (likes, shares, etc.), 2 million impressions and a click-through-rate of .40% (4x the industry standard)!

## Look for us on newsstands this month

For the first time, find us in the January issue of Fortune (which went on sale December 23) with our "Good Notes Speaks Volumes" ad. It highlights that taking notes by hand helps you focus and organize your thoughts.

**CHECK OUT** all of our print ads online at [paperandpackaging.org/industry-resources/media-resources](http://paperandpackaging.org/industry-resources/media-resources)



## CAMPAIGN HIGHLIGHTS

### CONSUMER CAMPAIGN

# Paper starts the new year out right

Did you know that fewer than 10% of people are successful in achieving their New Year's resolutions? Paper can help consumers stay on track! More and more people are becoming increasingly aware of the benefits of choosing paper to enhance concentration, learning and retention. In our latest research, consumers continue to value paper in their everyday lives with 80% agreeing that it's important to take a break from digital devices. According to eMarketer, people spend 18.1 hours per week on their phones!

**FIND** downloadable paper tools on [HowLifeUnfolds.com](http://HowLifeUnfolds.com), like planner pages and journaling tips to keep consumers productive with paper and help them 'unplug.'



### B2B CAMPAIGN

# The Sales Channel Toolkit — Top-level data for your customer's bottom line

We're introducing the Paper and Packaging Board's newest resource for our member companies and downstream customers – the Sales Channel Toolkit. The Toolkit is easy to use and houses sales enablement materials that leverage consumer insights and industry trends to support the industry's sales teams in their customer conversations. Sell sheets, infographics and more reinforce the industry's unique selling points when it comes to packaging, business and personal productivity, learning and sustainability.

**Sales Channel Toolkit Access**

**Want Access? Sign Up Today!**

**Have Access? Go to Sales Channel Toolkit**

By clicking on the Sales Channel Toolkit button, you will be redirected to a new site.

**REQUEST** login access online at [paperandpackaging.org/toolkit-request](http://paperandpackaging.org/toolkit-request)

## CAMPAIGN HIGHLIGHTS

### B2B CAMPAIGN

# Unboxing great packaging design with Ernest Packaging Solutions

This year, we continue to capitalize on the buzz-worthy unboxing trend by featuring talented designers who use paper packaging to tell branding stories in unexpected ways. This month, we spoke with Eric Ackerman, marketing manager at World Class Technology/ OC Orthodontics and Stephen Simich, director of Creative Design Group at Ernest Packaging Solutions, about how paper packaging was instrumental in developing a kit that orthodontists could sink their teeth into.



**WATCH** the latest featured packaging designers in the "Opening Up: Unboxing Great Packaging Design" series at [howlifeunfolds.com/ernest-packaging-solutions](http://howlifeunfolds.com/ernest-packaging-solutions)

*"People care about unboxing because when you receive a package, it's an experience. It's special; it's just for you. There's an intimacy because you're the recipient of something special."*

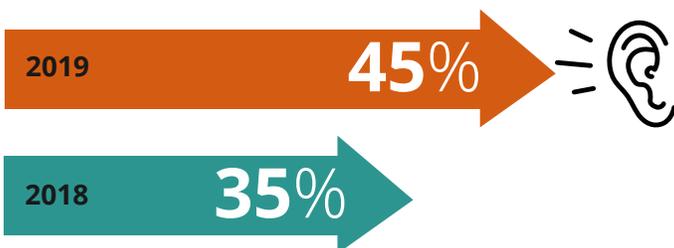
STEPHEN SIMICH, ERNEST PACKAGING SOLUTIONS

## INDUSTRY NEWS & TOOLS

# Campaign engagement amps up in 2019

In 2019, we estimate that 45% of the good news stories we tracked about our industry were generated by our campaign – a 10% increase from 35% in 2018! We call this statistic Share of Voice. Measuring the impact of our campaign informs all of our decisions and shapes our work for the next year. With a new content-rich website and articles both topical and aligned with product uses that drive packaging, productivity, innovation and learning, we continue to positively impact consumer preferences for paper and packaging products.

### Share of VOICE



 **70,181** Downloads Stack Up

 **104,409,953** Video Views

 **3,072,787** Visitors to Website

**LOOK** for our full 2019 Impact Report in your mailboxes and on [paperandpackaging.org](http://paperandpackaging.org) at the end of this month.

# Social Spotlight & Sharing

**Domtar**  
@DomtarEveryday

Celebrate your productivity all year long by writing down and crossing off everything you've accomplished. Download and print one of four "to-done" lists to kick off a productive 2020: [hluf.us/KdHR50xytr3](https://hluf.us/KdHR50xytr3) via @HowLifeUnfolds



To Do, Ta Da, Ta DONE! An easy way to personalize your productive days. When it comes to productivity, nothing is more personal than the almighty to-do list.

**GP Pkg & Cellulose**  
@GPPkgCellulose

Did you know that more than 80% of products sold in the United States come in cardboard boxes? 📦📦📦 #GPCorrugated #ChooseCorrugated #HowLifeUnfolds @HowLifeUnfolds



**Unboxing the Facts**  
Check out these 8 surprising facts about paper packaging that will add a little more excitement to your next unboxing experience.

**DS Smith**  
80,107 Followers

Not only is paper the smart, sustainable choice for packaging, but consumers prefer it because it's a renewable resource, and they think more highly of companies that use paper! [Paper and Packaging Board](https://paperandpackaging.org)

**WHEN SUSTAINABILITY MATTERS – CHOOSE PAPER AND PAPER-BASED PACKAGING**

CONSUMERS SEE PAPER AND PAPER-BASED PACKAGING AS A SUSTAINABLE, TRUSTED CHOICE.

<b>67% AGREE</b> That the use of paper and paper-based packaging products can make consumers feel an environmentally sound choice.	<b>58% AGREE</b> That the use of paper and paper-based packaging products can help companies save money and reduce waste.	<b>70% AGREE</b> That the use of paper and paper-based packaging products can help companies reduce their carbon footprint.
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**80% AGREE**  
That the use of paper and paper-based packaging products can help companies reduce their carbon footprint.

**Graphic Packaging International, LLC**  
46,247 Followers

Show of hands: who used to think #BoxingDay had something to do with celebrating the sport that involves gloves, a ring and a knockout? Not us, just saying...

While the origins of the name "Boxing Day" may be up for debate, there's no arguing our friends in the UK, Canada, Australia & New Zealand are onto something. You can start your very own Boxing Day tradition by giving those holiday gift boxes new life as donation boxes. Thanks for the suggestion from our friends [Paper and Packaging Board](https://paperandpackaging.org): #HowLifeUnfolds <https://lnkd.in/g/8h94vk>



**Start a Boxing Day Tradition**

# E-COMMERCE GOES MAINSTREAM

**94% OF PEOPLE**  between the ages of 18-49 order online once a month or more.



**39% OF PEOPLE**  5 years ago.

Isobar, December, 2019.

# PULP MAGIC BLOG



By Mary Anne Hansan

## Why we still buy TV

Today, TV is defined not by just the big screen in your home where people are watching all forms of video content – but now wherever you are if you are digitally connected. So, contrary to current notion and ratings reports, TV is not dead.

**VISIT [paperandpackaging.org/blog](https://paperandpackaging.org/blog)** for the full story.

