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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
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, like planner pages and journaling tips to keep consumers productive with paper and help them ‘unplug.’

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.

REQUEST login access online at 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.

"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

WATCH the latest featured packaging designers in the “Opening Up: Unboxing Great Packaging Design” series at howlifeunfolds.com/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

<table>
<thead>
<tr>
<th>Year</th>
<th>Share of Voice</th>
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</thead>
<tbody>
<tr>
<td>2019</td>
<td>45%</td>
</tr>
<tr>
<td>2018</td>
<td>35%</td>
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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 at the end of this month.
Today, TV is defined not just by 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 for the full story.