CAMPAIGN HIGHLIGHTS

CONSUMER CAMPAIGN

Paper and packaging — the soundtrack of your day

Do you hear that? It’s the pop of the top of a cereal box, the beat of setting down a corrugated box, or the shaking of paper pulled fresh off the printer — from morning to night, the sounds of paper shape our everyday, productive lives. We’re bringing them to the forefront of our consciousness this month in a new music video via our social channels and website. Not only do the sounds of paper enhance our day, but the sensory experience of paper informs how we feel about products and activities, driving purchasing decisions — it’s science!

CHECK OUT the full-length video at Youtube.com/howlifeunfoldsppb and read an article on sensory marketing at HowLifeUnfolds.com.

“Companies are starting to pay more attention to sensory marketing, but it’s still new.”

LUCA CIAN, A PROFESSOR AT THE UNIVERSITY OF VIRGINIA WHO SPECIALIZES IN SENSORY MARKETING
CONSUMER CAMPAIGN

Casey & Page hit newsstands and the small screen this March!

Keep an eye out for Casey and Page on your TVs and in magazines this month. On March 12, the April issue of HGTV Magazine will hit stands with a new resource stewardship ad featuring Casey and Page. This ad will also run in Smithsonian Magazine on March 24, alongside a three-page advertorial about paper’s great history and sustainable future, and feature an interview with a paper scientist from the Institute of Paper Science. Plus, advertorials will run in Fast Co (on sale March 17) and Inc (on sale March 24) focusing on paper packaging as the marketing solution to separate a brand from its competitors.

Also, find us on TV March 9-29, on networks including Discovery, ESPN, Food Network, HGTV, as well as Sunday morning news programming on ABC, MSNBC and NBC. Focusing on paper’s role in workplace productivity and packaging protection, check out our commercials, Paper’s Business Pitch and Box’s Mission: To Deliver, on YouTube, too.

CHECK OUT all of our print ads at paperandpackaging.org/industry-resources/media-resources.

B2B CAMPAIGN

Become a #RecyclingHero on Global Recycling Day, March 18

According to our latest survey, 79% of consumers agree that recycling paper-based products of any kind is still very much worthwhile despite local recycling changes. To continue to encourage people to recycle, we’re celebrating Global Recycling Day which recognizes the importance recycling plays in preserving our primary resources and securing the future of our planet. Beginning this month (and continuing all year), we’ll be running a series of infographics and social posts with recycling stats and simple tips to get people even more motivated to recycle.

WATCH our #HowDoIRecycle video series at Youtube.com/howlifeunfoldsppb.

CONSUMER ATTITUDES TOWARDS RECYCLING TREND POSITIVE.

79% Agree recycling paper-based products of any kind is still worthwhile.

Consumer Tracking Survey, Isobar, October 2019. Percentage reflects average of scores taken across three categories of paper-based product.
CAMPAIGN HIGHLIGHTS

B2B CAMPAIGN

Collaboration with premium egg distributor exceeds “eggspectations”

The Paper and Packaging Board tapped fellow checkoff the American Egg Board to identify egg packaging innovators like Handsome Brook Farm, a distributor of organic, pasture-raised eggs. Handsome Brook Farm uses the hybrid paper carton to project a premium brand image and protect their fragile product. Through videos that ran on Facebook, LinkedIn, Twitter and Instagram, the series garnered almost 400,000 video views and 350,000 likes, shares, clicks and comments!

GO TO howlifeunfolds.com/innovation/handsome-brook-farm to learn more about how Handsome Brook Farm was able to bring their brand to life, or download the case study directly from our Sales Channel Toolkit!

INDUSTRY NEWS & TOOLS

Paper catalogs — the newest Sales Channel Toolkit sell sheet

Catalogs are the perfect vehicle for storytelling and provide customers with rewarding brand experiences and product information they trust.

DOWNLOAD our new catalog sell sheet directly from the Sales Channel Toolkit. Don’t have an account? REQUEST ACCESS at paperandpackaging.org/toolkit-request today!

BUSINESS + PERSONAL PRODUCTIVITY

Printed catalogs inspire me with more ideas than browsing an e-commerce site

67% agree

4 yr. avg*

*4 yr. average reflects average of scores across all 9 waves of research conducted. Consumer Tracking Survey. Isobar, October 2019. © Paper and Packaging Board. TM, © 2020 Paper and Packaging Board. All rights reserved.
Social Spotlight & Sharing

Enjoy your tea or cup of joe
paperandpackaging.org

Recycling is more than just a fad in the U.S.

72% of U.S. households who have access are participating in curbside recycling.

84% of Americans view recycling as a valuable public service.


Pulp Magic Blog

Can paper save the republic?

While self-government is a concept with a long history stretching back to the Greeks of classical antiquity, the mechanics of modern democracy is an ongoing story of technological advances.

Visit paperandpackaging.org/blog for the full story.