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CAMPAIGN HIGHLIGHTS

CONSUMER CAMPAIGN

P+PB’s productivity content continues to resonate with consumers during health crisis

Communicating the benefits of paper has never been more important and relevant than today – as essential as the products themselves. As consumer and customer priorities shifted in March and April, we responded by providing relevant paper and packaging productivity content on our social media and digital ad platforms. Website visits and downloads doubled in March with 444K total visits, and 27K total downloads. Plus, LinkedIn saw a 22% increase in followers – ensuring that this shift in content is resonating with key business-decision makers.

DOWNLOAD printable pages at howlifeunfolds.com/personal-productivity/calendar-planner-printables

Thank You!

A big thank you to all of the employees of our companies for your tireless work providing families with the essential products we need every day.
CAMPAIGN HIGHLIGHTS

CONSUMER CAMPAIGN

Give consumers what they want – paper packaging

Consumers are more conscious than ever before about their likes and dislikes, especially when it comes to packaging. Many have strong opinions and are happy to share those on social media. We’re using social listening to curate and amplify those positive consumer opinions about paper packaging. Beginning this month through the end of the year, we’ll be sharing top consumer quotes via social media and digital advertising to show how paper packaging can help better serve your customers’ needs.

FOLLOW the campaign on Twitter, Facebook and LinkedIn.

B2B CAMPAIGN

It’s National Packaging Design Day, and we’re #PoweredbyPackaging

Consumers are more likely to buy brands that use paper or cardboard packaging instead of other materials (Ipsos). It’s just science! From innovation to sustainability to branding and more, we’re kicking off a new monthly series – #PoweredbyPackaging – to inspire business-decision makers to take advantage of the many unexpected ways that paper packaging can empower their businesses and unbox delight. Articles about the benefits of packaging will run on all social media channels and in digital ads.

Casey & Page hit newsstands in May!

We are reaching business-decision makers this month in Bloomberg Businessweek (on sale May 15), Forbes (on sale April 21) and Inc. (on sale May 12) with our “Weights” ad that highlights the safety and protection paper and packaging provide to keep products safe. Plus, Inc. features a print and digital advertorial about an eco-friendly detergent bottle made from paper.

CHECK OUT all of our print ads at paperandpackaging.org/industry-resources/media-resources
For a cycle of sustainability – choose corrugated packaging.

From forest to finish, the earth-friendly ecocycle of corrugated is dramatically efficient. This cycle of corrugated's sustainability is highlighted in our latest sell sheet and infographic found in our Sales Channel Toolkit. Speaking to the intrinsic benefits of paper and paper-based packaging, the Sales Channel Toolkit is designed to support your sales efforts and facilitate successful customer conversations. Want to see what else is new in the toolkit? REQUEST ACCESS at paperandpackaging.org/toolkit-request

GO WITH THE SUSTAINABLE FLOW OF CORRUGATED PACKAGING.

From forest to finish, the earth-friendly ecocycle of corrugated is dramatically efficient. Farmers continually maintain, replant and expand healthy forests, sequestering carbon dioxide and offsetting greenhouse emissions. New fiber keeps the cycle going, creating demand that makes land and forests valued and protected.

DATA TRENDS THAT MATTER

P+PB Expands Public Opinion Polling During Pandemic

84% AGREE
they are recycling more. For those that are not, coronavirus is the top reason (37%).*

22% SAY
they are likely to do crafts or other creative projects in the next two weeks.*

3rd PLACE
In a recent survey, Printing Documents” tied for 3rd when it comes to what people miss most about the office.*

* Heart+Mind Strategies Omnibus Tracker – March and April 2020
** https://www.visualcapitalist.com/media-consumption-covid-19/
According to the Census Bureau more than half of America has responded to the census. You now have until October to be counted. But why wait?

VISIT paperandpackaging.org/blog for the full story.