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CAMPAIGN HIGHLIGHTS

CONSUMER CAMPAIGN

We’re back on TV this month and next!

TV is key to driving brand engagement, increasing search traffic and reaching consumers and business decision makers on a very large scale. This month (Aug. 3-Sept. 2) you’ll find Casey appearing on TV in our commercial, “Box’s Mission: To Deliver,” showing how packaging ensures your things arrive safe and sound. And, from Sept. 7-27, we will introduce a new commercial featuring one of our Faces of the Forest videos repurposed just for TV, reinforcing paper and packaging’s sustainability story.

Plus, we’re featured in Bloomberg.com with an infographic about packaging for our business decision makers titled “The Hero of the E-Commerce Boom Is on Your Front Porch.” The graphic illustrates how the cardboard box is currently one of the most sustainable solutions to help retailers keep pace with soaring online sales during Covid-19.

WATCH on hluf.us/gpPx50AXzpC

The Hero of the E-Commerce Boom Is on Your Front Porch

The cardboard box has emerged as a sustainable solution that’s helping retailers keep pace with soaring digital sales during the Covid-19 pandemic. Here’s how.

GO TO hluf.us/tK3d50AXzpg to see the feature!
CAMPAIGN HIGHLIGHTS

Paper: The secret online learning tool that works for students of all ages

Learning’s best friend has always been paper. And during these unprecedented times with people transitioning to online learning, paper helps us learn now more than ever! We’re introducing people to three note taking techniques using paper – sketchnoting, bullet journaling and the Cornell method – to help them become effective lifelong learners. All month long, social media and digital ads along with downloadable sketchnoting worksheets on howlifunfolds.com reinforce the importance of learning on paper to help information stick.

DOWNLOAD sketchnoting worksheets at hluf.us/CyYS50AXzou

Online community popular with millennials provides 5 ways to digital detox using paper

Our partners from Create & Cultivate undertook a digital detox challenge to reduce screen time and boost productivity while working from home. The team shared paper-based tips on how to disconnect and reset using paper via their online blog (which generates 400K UVMs) and newsletter (with 550K subscribers) reaching their own highly engaged audience geared toward business success and personal growth.

READ the blog post on hluf.us/WD3u50AXzmz

B2B CAMPAIGN

#AskPaper Series: Now featuring the future faces of the paper industry

What college major takes on elements from business to chemistry and opens the doors to many career paths? Packaging and paper science! This August, we tap into a younger generation of paper enthusiasts in our #AskPaper series with a special college edition collaboration. We’re featuring 10 students from Clemson and NC State Universities answering commonly asked questions about their majors and the paper industry. Short videos will run on Instagram and LinkedIn directing people to a downloadable true-or-false quiz on HowLifeUnfolds.com with surprising facts about paper’s impact on forests and wildlife.

WATCH all the #AskPaper: College Edition videos at hluf.us/DDsw50AXzJl

“Paper comes from trees. But have you ever thought, how in the world does a tree end up as paper? Because I have. And now I get to learn all about it.”

ANDREW CHU, student at NC State University
P+PB’s State of the Campaign report reaches new and bigger audiences

Six years in, it’s all come together for our industry. A record-breaking number of people – more than 400 – tuned in for one of four industry webinars last month to learn about the Paper & Packaging – How Life Unfolds® campaign progress from P+PB President Mary Anne Hansan!

If you missed the presentation, or want additional information about how we’re increasing engagement and driving purchase intent, WATCH our State of the Campaign video at hluf.us/Jzl450AXzi3
VIEW our State of the Campaign flip book at hluf.us/nd8e50AXzhd
LISTEN to a recording of our webinar at hluf.us/lLQa50AXziA

New mobile game highlights essential products
Plus, an opportunity for employees to celebrate their contributions.

To celebrate the industry and its products, we launched a brand new mobile game — Box Paper Scissors Jump! — featuring our dynamic duo Casey and Page. Employees from our participating companies can enter a sweepstakes and play this fun interactive game. The sweepstakes ends on Saturday, August 15, and our goal is to have 2,000 employees entered to win – and we’re so close! Below are the latest numbers to date.

EMAIL alague@paperandpackaging.org for additional information.
If you are an employee of one of our participating companies go to hluf.us/iuzz50AXz3Z to enter.
Industry campaign recaps six years of progress

The continuance referendum, scheduled October 12-23, is quickly approaching, and I am pleased to report that the Paper & Packaging – How Life Unfolds® campaign produced record high consumer engagement and even stronger consumer preference for products and packaging made of paper.

READ MORE about our State of the Campaign at paperandpackaging.org/blog

When it comes to learning, paper makes an impact.

94% of college students say paper is essential to helping them achieve their academic goals.

Ipsos poll conducted on behalf of the Paper and Packaging Board. 2018.