



FOR IMMEDIATE RELEASE

Paper and Packaging Industry Campaign Wins Prestigious 2020 Content Marketing Award

MCLEAN, Va. (October 6, 2020) – The Paper and Packaging Board (P+PB) is the winner of the Content Marketing Institute’s (CMI) 2020 Content Marketing Award for Best Overall Editorial – Digital. P+PB, along with their content marketing agency, Manifest, submitted the www.howlifeunfolds.com content hub where downloads, worksheets, printables and coloring pages augment user-friendly design that recreates the look and feel of print media in digital form. The Content Marketing Awards produced by the CMI is the largest and longest-running international content marketing awards program in the world.

“Our unique role as marketers is to share the positive sustainability story and the unique qualities of the plant-based products made by paper and packaging manufacturers,” says Mary Anne Hansan, P+PB president. “Educating consumers about the virtues of these natural products and their recyclability shows them how they can be part of the solution for our planet.” Consumer interest is growing, with Paper & Packaging – How Life Unfolds® campaign content this year alone generating a 30X increase in print and download actions on the website, a 500% increase in traffic and a 450% increase in engaged visits to experience the journalistic articles, informative infographics, listicles and videos.

“It is a pleasure to help this industry’s story reach consumers who typically don’t recognize the role paper and packaging products play in their everyday lives,” according to Eric Goodstadt, president of Manifest. “Generating such strong results telling this particular story in a digital format shows the strength and engaging nature of the content.” P+PB and Manifest were also named as finalists in the Content Marketing ROI/Measurement Program category, where performance metrics are also key.

This year’s CMI panel of all-star judges reviewed hundreds of entries to determine the best of the best in content marketing excellence in 80+ categories that cover all aspects of content marketing. Learn more about the [full list](#) of the 2020 Content Marketing Award category winners or visit the award-winning Paper & Packaging – How Life Unfolds® [website](#) to learn more about paper, packaging and the roles they play in productivity, learning, innovation and environmental stewardship.

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About the Paper and Packaging Board

The Paper and Packaging Board promotes the use of paper products and paper-based packaging by highlighting the value they bring to our daily lives. More than 40 U.S. manufacturers and importers collectively fund the national marketing campaign, Paper & Packaging – How Life Unfolds®. howlifeunfolds.com

About Manifest Agency

Manifest is a leading independent Content Marketing and Digital Experience agency in the U.S. Manifest offers a unique fusion of experience design, emerging technology and content specialization to create compelling content experiences for leading brands. Clients include AARP; Aflac; CDW; Enterprise Holdings, Inc.; Express Scripts; JW Marriott; Marriott Hotels, and Primrose Schools. www.manifest.com

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