2019 Campaign Resolution

Did you know that fewer than ten percent of people are successful in achieving their New Year’s resolutions? Studies show that when meeting your goals matters writing them down on paper and chronicling your journey increases the likelihood of keeping a resolution. This notion, that paper is the right choice when results matter, is an approach we are integrating into the 2019 Paper & Packaging – How Life Unfolds® campaign strategy.

Look for stronger calls to action in new advertising like seen below.

Print-worthy Content Starts the Year Right

Consumers are increasingly aware of the benefits of choosing paper, including enhanced concentration, improved memory and retention. As a result, we’re kicking off the year with new print-worthy gratitude journal templates to demonstrate how journaling can lead to peace of mind. Also look for calendar pages posted each month to help keep you productive and organized throughout the year.

Downloadable tools have a high performance rate on our website. Look for more print-worthy content in 2019.

Media and Consumer Engagement with “The Next Great Package” Climbs!

The reality competition series “The Next Great Package” is still a hit! Three admired clients were our judges. Meet Mindy Scheier of Zappos Adaptive Advisory Council, Joseph Turano, General Manager of Yotel New York and Ciaran Duffy, Executive Chef of Moe’s Southwest Grill.

Since the November release, the series has seen noteworthy coverage in leading publications like Yahoo! Lifestyle, FastCasual, brandchannel, Inverse and more!

Due to the strong response, we’re continuing to promote the content with paid advertising support this month across social media.

Tune in to see which innovative product designs take the prizes.

Save the Date: February 12

Are you dependable, strong and protective like Casey? Or smart, hardworking and productive like Page? Tell us in a new employee sweepstakes launching February 12. You won’t want to miss out so stay tuned for how to win big!

COMPANY SPOTLIGHT

Thank You for Sharing!

PULP MAGIC BLOG

Paper: Part of Our Sustainable Future by Mary Anne Hansan

CBS’s “60 Minutes” recently did a story on an ambitious plan to corral and clean up the so-called “Great Pacific Garbage Patch.” Although that name conjures images of a massive floating landfill, the patch can’t always or even often be recognized with the naked eye. It instead refers to a vast, diffuse area in the northeastern Pacific (there are several such areas around the globe) where currents tend to collect higher than usual concentrations of floating natural and man-made debris.

Read more...

PASS IT ON!

If you know someone who would be interested in the Paper and Packaging Board Newsletter, pass it on! Simply forward this email to them or send the link below.

www.paperandpackaging.org
www.howlifeunfolds.com

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