New Website Packed with Engaging Content + Mobile-Friendly Design

This month, the Paper & Packaging – How Life Unfolds® campaign revealed an updated, content-rich website with intuitive navigation and an editorial-inspired design. Visitors to www.howlifeunfolds.com will enjoy easy-to-find stories cued by color, subject and organized by journalistic interest. Themes like productivity in business, lifelong learning, packaging innovation and reliability and paper’s contribution to security in a digital world deliver content designed to improve engagement and highlight product uses.

“We feel extremely proud to have worked with the Paper & Packaging Board to bring a thoroughly modern experience to their followers and the industry that supports the campaign. The website delivers customized interaction to site visitors and allows P+PB to tell the story of why paper and packaging matter.”

- Sacha Reeb, chief creative officer at Manifest, P+PB’s content marketing agency.

The site is 100% mobile-friendly, providing a content hub to catch consumer attention at a time when the average consumer spends more than five hours a day on their phone.

Television and Print Ads Back in Action!

This month Casey and Page return to cable television and print! The commercials will air between March 18 and May 12 on networks including Discovery, ESPN, Food Network, FX and on Sunday morning news programming on ABC and NBC.

In print, our ad focuses on paper’s role in business success and is running to complement engaging business and personal productivity content on our new website and in social media.

Tell Us If You’re Casey Strong or Page Proud and WIN!

Hurry, Contest Ends March 15!

Have you entered to win? Join your peers and select which Paper & Packaging – How Life Unfolds® campaign character best represents you. Are you dependable, strong and protective like Casey? Smart, hard-working and productive like Page?

Now through March 15 visit CaseyStrongPageProud.org, choose your character, post a photo or testimonial to the Strong & Proud Wall or skip ahead to simply enter the drawing to win a VISA® gift card worth $100 to $500! Winners will be contacted by March 22.

SOCIAL SPOTLIGHT

Linking Up with Industry Leaders

To expand our strategic outreach, the campaign continues to build a presence on LinkedIn to get our packaging story out in front of business customers sharing data and insights about the innovative solutions offered by paper-based packaging. In late 2018, our LinkedIn content featuring the Next Great Package competition, reached CPG companies like PepsiCo, Nestle, Procter & Gamble, and more. The featured videos were viewed nearly 120,000 times and our page gained 1,400 followers.

Thank You for Sharing!

Is There Anything Paper Can’t Do?

by Mary Anne Hansan

Is there something about paper that inspires the human imagination? I think so. While paper has been around for centuries, the “first technology” has continued to innovate right up to the present day.

Take sustainability for example. A research group at the University of California, Riverside and Shandong University in China are on the verge of inventing re-printable paper. The group has developed a coating that allows paper to be printed on, erased, and printed on again up to 80 times.