



FOR IMMEDIATE RELEASE

Paper & Packaging – How Life Unfolds™ Campaign Gives Annual Update Young checkoff program reports some early success



PAPER +
PACKAGING
BOARD

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McLean, VA, July 12, 2017 – Preliminary results from econometric data modeled to understand the impact of the paper and packaging industry’s checkoff program show the promotional campaign helped generate in excess of 500,000 tons of additional paper consumption in 2016. Analysis from Harry Kaiser, PhD, Cornell, author and expert on checkoff program evaluation, reported that monthly data, gathered from government and industry sources and representing the five grades participating in the program, revealed the checkoff program’s positive contribution to the market.

In addition to ongoing econometric studies which measure the incremental tons attributable to the advertising, the Paper and Packaging Board reports impact on attitude and use of paper and packaging, awareness of the campaign as well as social media growth and participation. These combined marketing metrics, as well as other campaign results, can be found in the [State of the Campaign Report](#) to the Industry, including the [2016 Annual Report on Financials](#).

“With two years of data since the campaign’s launch in July, 2015, we are doing our best to meet the industry’s expectations for frequent and accurate reporting on their investment in the promotional campaign,” said Mary Anne Hansan, president of the Paper and Packaging Board. “While this advertising is a factor in the market, it is not the only one. The use of an econometric model, a USDA-accepted best practice for helping evaluate the effectiveness of these campaigns, has allowed us to take a preliminary and conservative assessment of the advertising’s contribution.”

Formed in 2014 and launched in 2015 with the Paper & Packaging – How Life Unfolds™ tagline, the advertising campaign has appeared in primetime and late night TV, digital video, print advertising, social media platforms and in public relations campaigns. The multimillion-dollar campaign brings together manufacturers and importers of paper and packaging.

About

The Paper and Packaging Board establishes and guides promotions designed to help slow the decline in paper use and expand demand for paper-based packaging products. More than 50 U.S. manufacturers and importers of these products collectively fund the board’s efforts including the Paper & Packaging – How Life Unfolds™ campaign. www.paperandpackaging.org

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Editor’s Note:

Harry Kaiser, PhD, will be available to the media for roundtable interviews by phone on Friday, July 14, 2 p.m. to further explain the econometric model and results. Contact Joan Sahlgren for participation and call-in details.

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