



Paper and Packaging Board Newsletter

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CAMPAIGN HIGHLIGHTS

CONSUMER CAMPAIGN

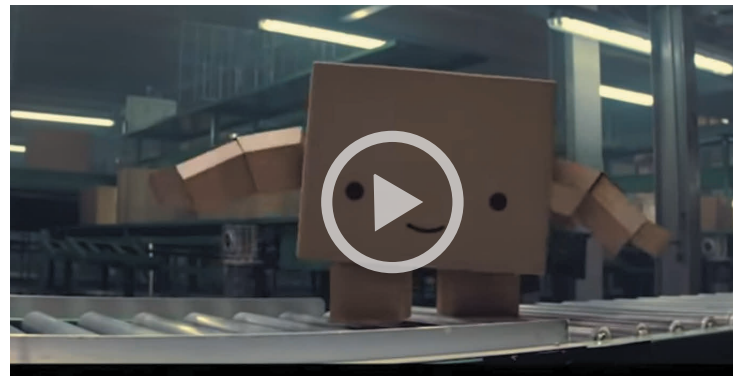
Campaign responds to consumer and customer priorities during health crisis

The coronavirus has disrupted daily life as we know it putting our industry and products in the spotlight as never before. Communicating the benefits of paper has never been more important and relevant than today – as essential as the products themselves. As a result, we have made creative changes to our television and in the content we share on digital and social channels to meet consumers and customers where they are today.

TV FEATURES “BOX’S MISSION: TO DELIVER”

Our packaging TV commercial featuring “Casey” will air exclusively April 13-May 3, to remind consumers about the reliability of paper-based packaging to protect and deliver the things we need. This spot seems to be resonating strongly in this time where more and more consumers shelter in place, opting for delivered goods at their doorsteps.

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WATCH on [Youtube.com/howlifeunfoldsppb](https://www.youtube.com/howlifeunfoldsppb)

“Since I’ve been spending some more time at home recently I was able to catch this awesome commercial by Paper and Packaging Board. Boxes are cool!”

EXCERPT FROM A LINKEDIN USER WHO SPECIALIZES
IN SENSORY MARKETING

CAMPAIGN HIGHLIGHTS

CONSUMER CAMPAIGN

Download printable pages to drive productivity and learning at home

With schools and offices closed, we're encouraging people to turn to paper to reinforce learning, balance productivity and work from home more efficiently! According to our [Workplace Productivity Report](#), paper has a major role at work, whether it's in a physical office or at home. **DOWNLOAD** the report at <https://www.howlifeunfolds.com/business-success>

We are providing consumers with printable pages (we have more than 50 available) to download activities to help pass the time and encourage learning at home. Plus, for quick ideas on how to engage and entertain the whole family, share this round up of "25 Projects with Paper for Families Who Are Self-Isolating."

96% prefer to work with **hard copies** over digital versions of the same information, especially for high-focus tasks.



DOWNLOAD printable pages at [howlifeunfolds.com/personal-productivity](https://www.howlifeunfolds.com/personal-productivity).

We're sharing paper's sustainability benefits this month, too!

Prior to coronavirus, we ramped up our messages about paper's undisputed environmental advantages. As spring unfolds and the 50th anniversary of Earth Day approaches, we are running a new print ad, "Celebrate tomorrow by choosing paper today" in *Smithsonian Magazine* (on sale March 24) alongside a 4-page advertorial on "Paper – A Rich History. A Sustainable Future." We are also in *HGTV Magazine* (on April 9) this month. Find us on social media and [HowLifeUnfolds.com](https://www.howlifeunfolds.com) where we'll be running a series of infographics on environmentally focused, research-based facts, and celebrating Arbor Day (April 24) with #TreeSelfies.

CHECK OUT all of our print ads at [paperandpackaging.org/industry-resources/media-resources](https://www.paperandpackaging.org/industry-resources/media-resources).



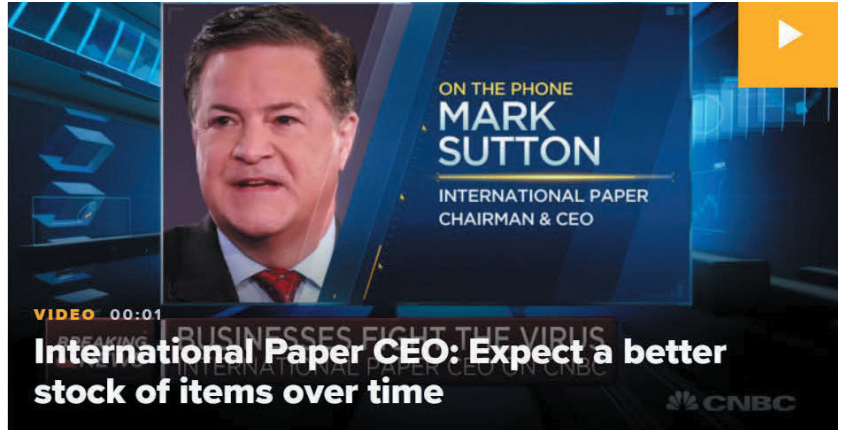
CAMPAIGN HIGHLIGHTS

B2B CAMPAIGN

Helping to get the word out about the availability of paper products

Follow us on LinkedIn and @Re_PPBB on Twitter to see how we are actively sharing statements by industry leaders, including (but not limited to) **Mike Doss**, president and CEO at Graphic Packaging; **Christian Fischer**, CEO and president at Georgia-Pacific; and **Mark Sutton**, CEO at International Paper.

We want to ensure that customers see and hear firsthand how the industry is responding to the needs and demands of consumers during this difficult time.



FOLLOW Paper and Packaging Board on [LinkedIn](#) and [@Re_PPBB](#) on Twitter

DATA TRENDS THAT MATTER

Tracking consumers' product concerns

Working alongside our association partners, we are monitoring public opinion about the availability of common household paper products like toilet paper, paper towels and disposable wipes. We're also examining the consumer perception of mail and packaging (box) safety during this pandemic. In addition, we're sharing information via social media about the best ways to handle packages at your doorstep, from the [World Health Organization](#), [AF&PA](#), [USDA](#) and [CDC](#).

"... the risk of catching the virus that causes COVID-19 from a package that has been moved, traveled, and exposed to different conditions and temperature is also low."

THE WORLD HEALTH ORGANIZATION

**CONSUMERS AGREE:
CORRUGATED GETS
THE JOB DONE.**

**81%
AGREE**



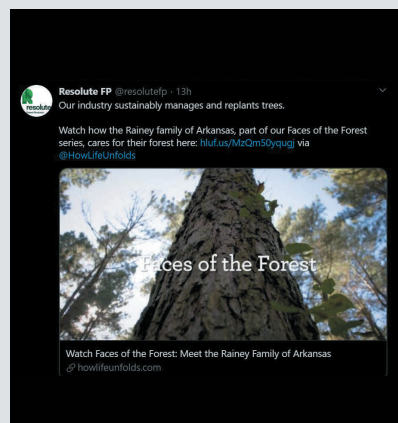
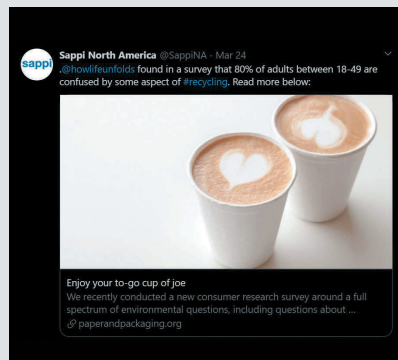
I can rely on **corrugated cardboard boxes** to get my merchandise shipped safely.

Source: 4 yr. avg. Isobar. October, 2019.



Thank you to all of the employees of our companies for your tireless work providing American families with the essential products we rely on everyday.

Social Spotlight & Sharing



Campaign responds to consumer and customer priorities during health crisis

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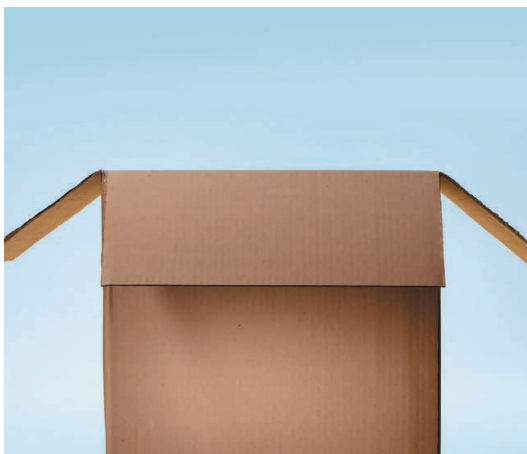
MEDIA STORIES PROMOTE TIPS FOR WORKING SMART FROM HOME WITH PAPER

With millions of Americans teleworking at home, we partnered with productivity expert **Holland Haiis** to create a suite of tips for achieving work productivity at home. We earned coverage from **HuffPost**, **Cosmopolitan** and **Thrive Global**—reaching an audience of more than 18.8M!

SOCIAL CONTENT AND WEBSITE SUPPORT HOME-BASED ACTIVITIES

We've shifted to content and social posts promoting paper's valuable role in remote working, home learning and kid's activities, including tips for staying organized, printable planners/calendars, coloring pages, puzzles and games.

PULP MAGIC BLOG



By Mary Anne Hansan

Packaging, Public Health and "Single Use"

As more and more states issue shelter in place orders to prevent further outbreaks of coronavirus, I have been thinking about the term "single use" relative to packaging and containers.

VISIT paperandpackaging.org/blog for the full story.

