



# Paper and Packaging Board Newsletter

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## CAMPAIGN HIGHLIGHTS

### CONSUMER CAMPAIGN

# P+PB's productivity content continues to resonate with consumers during health crisis

Communicating the benefits of paper has never been more important and relevant than today – as essential as the products themselves. As consumer and customer priorities shifted in March and April, we responded by providing relevant paper and packaging productivity content on our social media and digital ad platforms. Website visits and downloads doubled in March with 444K total visits, and 27K total downloads. Plus, LinkedIn saw a 22% increase in followers – ensuring that this shift in content is resonating with key business-decision makers.



**DOWNLOAD** printable pages at [howlifeunfolds.com/personal-productivity/calendar-planner-printables](http://howlifeunfolds.com/personal-productivity/calendar-planner-printables)



# Be Safe and Stay Strong!

## Thank You!

A big thank you to all of the employees of our companies for your tireless work providing families with the essential products we need every day.

# CAMPAIGN HIGHLIGHTS

## CONSUMER CAMPAIGN

### Give consumers what they want – paper packaging

Consumers are more conscious than ever before about their likes and dislikes, especially when it comes to packaging. Many have strong opinions and are happy to share those on social media. We're using social listening to curate and amplify those positive consumer opinions about paper packaging. Beginning this month through the end of the year, we'll be sharing top consumer quotes via social media and digital advertising to show how paper packaging can help better serve your customers' needs.

**FOLLOW** the campaign on **Twitter, Facebook and LinkedIn.**



## B2B CAMPAIGN

### It's National Packaging Design Day, and we're #PoweredbyPackaging

Consumers are more likely to buy brands that use paper or cardboard packaging instead of other materials (Ipsos). It's just science! From innovation to sustainability to branding and more, we're kicking off a new monthly series – #PoweredbyPackaging – to inspire business-decision makers to take advantage of the many unexpected ways that paper packaging can empower their businesses and unbox delight. Articles about the benefits of packaging will run on all social media channels and in digital ads.

### Casey & Page hit newsstands in May!

We are reaching business-decision makers this month in Bloomberg Businessweek (on sale May 15), Forbes (on sale April 21) and Inc. (on sale May 12) with our "Weights" ad that highlights the safety and protection paper and packaging provide to keep products safe. Plus, Inc. features a print and digital advertorial about an eco-friendly detergent bottle made from paper.

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

# For a cycle of sustainability – choose corrugated packaging.

From forest to finish, the earth-friendly ecocycle of corrugated is dramatically efficient. This cycle of corrugated’s sustainability is highlighted in our latest sell sheet and infographic found in our Sales Channel Toolkit. Speaking to the intrinsic benefits of paper and paper-based packaging, the Sales Channel Toolkit is designed to support your sales efforts and facilitate successful customer conversations. Want to see what else is new in the toolkit?

**REQUEST ACCESS** at [paperandpackaging.org/toolkit-request](http://paperandpackaging.org/toolkit-request)



## DATA TRENDS THAT MATTER

### P+PB Expands Public Opinion Polling During Pandemic



**84%** AGREE

they are **recycling more**. For those that are not, coronavirus is the top reason (37%).\*



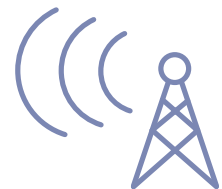
**22%** SAY

they are likely to do **crafts or other creative projects** in the next two weeks.\*



**3rd** PLACE

In a recent survey, **Printing Documents**™ Ftied for 3rd when it comes to what people miss most about the office.\*



Compared to other generations, **Millennials** are consuming more content across several media types, including **online video, online TV and broadcast TV**.\*\*

\* Heart+Mind Strategies Omnibus Tracker – March and April 2020  
\*\* <https://www.visualcapitalist.com/media-consumption-covid-19/>

## SOCIAL SPOTLIGHT AND SHARING

Boise Paper @BoisePapers · 2h  
Happy #EarthDay! How are you celebrating from home this year?  
Paper & Packaging @HowLifeUnfolds · Apr 21  
When you choose paper and cardboard boxes, you are supporting an industry that helps replant forests all across the country. Read more about the people who care for the forests: [huf.us/CY5050z9YHj](https://bit.ly/2y91AJ2)

67% of Americans agree that because it is made from trees, a renewable resource, paper-based packaging is an environmentally smart choice.  
Source: Paper and Packaging Board, October, May 2020

Evergreen Packaging @EvergreenPkg  
Learn about new ways to use paper and keep your kids educationally occupied at home while also having some fun! [bit.ly/2y91AJ2](https://bit.ly/2y91AJ2) Via @HowLifeUnfolds

Spark Creative Thinking, Stimulate STEM Learning with Simple Science Activities  
You don't need lots of money to create simple science activities. These DIY STEM projects require no prep and can be done with simple school supplies. Learn more. [@howlifeunfolds.com](https://bit.ly/2y91AJ2)

GP Pkg & Cellulose @GPPkgCellulose  
Bring your A-game with paper packaging!  
#PaperPackaging #GPCorrugated #HowLifeUnfolds @HowLifeUnfolds

SAFETY, PROTECTION AND INNOVATION

Category	Percentage
Aug 15	54%
4 yr. avg.	64%

Products that come in paper-based product packaging feel more premium

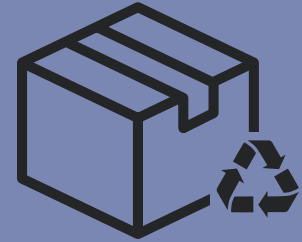
Source: Paper and Packaging Board, October, May 2020

Sappi North America @SappiNA  
Take a break and do some of these #printables with your kids! Let's have some fun with #paper @howlifeunfolds

Printables for Kids  
Keep the kids busy with these printable coloring and activity pages.

## DATA TRENDS THAT MATTER

# Happy National Packaging Design Day!

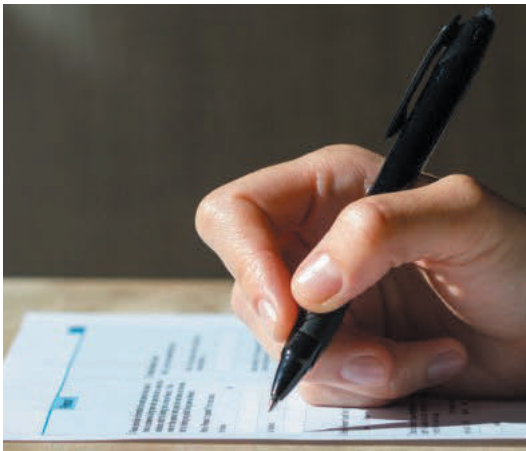


Corrugated fibers can be **reused 7 to 10 times** to make new boxes and other paper products.

Source: [corrugated.org](https://corrugated.org)

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## PULP MAGIC BLOG



By Mary Anne Hansan

## Get counted!

According to the Census Bureau more than half of America has responded to the census. You now have until October to be counted. But why wait?

VISIT [paperandpackaging.org/blog](https://paperandpackaging.org/blog) for the full story.

