

# Paper and Packaging Board Newsletter



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## CAMPAIGN HIGHLIGHTS

### CONSUMER CAMPAIGN

## Summer influencer campaign showcases paper productivity

Influencer marketing continues to disrupt consumer purchasing trends, and B2B influencers are currently on the rise. With this in mind, we're partnering with Justina Blakeney founder and CEO of Jungalow (her home goods brand) to follow her on a digital detox journey using paper. With her superb eye for design, entrepreneurial aptitude, and love of paper, Justina is an authentic and credible advocate for personal and business productivity. Find her via social media now through August where she is sharing tips on how to unplug using paper with her 174K Instagram followers. She even got a shout out from Domino Magazine (1.1M followers) on her latest paper Instagram post, which received 81K+ likes.

**FOLLOW** the campaign on [Instagram](#) to learn more!



*"I've also been trying for less screen time and more creative doodle time. I used to draw all the time! Thanks for the reminder!"*

EMILY KATZ, INFLUENCER (132K FOLLOWERS)

## CAMPAIGN HIGHLIGHTS

### CONSUMER CAMPAIGN

## June print ads promote sustainability and corrugated

The June 8 issue of Bloomberg Businessweek features Casey lifting in the gym in our “Weights” ad showcasing corrugated’s strength and durability. The July/August issue of Smithsonian Magazine goes on sale June 30, and features our new resource stewardship ad, “Celebrate Tomorrow by Choosing Paper Today.” The ad reminds consumers that paper is recyclable and comes from a natural resource, trees, making it a better environmental choice. This ad will also run in Bloomberg Green which will be mailed to their subscribers on June 22.

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



### B2B CAMPAIGN



## #AskPaper how it contributes to a more sustainable future

True or False? There are more trees planted every day in the U.S. than there are people in Chicago. TRUE! We're giving inquiring minds unprecedented access to our industry via a Q&A video series letting people #AskPaper anything and featuring answers from industry experts. We are also including a downloadable true-or-false quiz on HowLifeUnfolds.com with surprising facts about paper's impact on forests and wildlife. This series first kicked off with Earth Day in April and continues until September with videos on Instagram and LinkedIn.

**FOLLOW** @howlifeunfolds on Facebook, Instagram and Twitter (@RE\_PPB).

## INDUSTRY NEWS & TOOLS

## P+PB's Annual State of the Campaign Webinar recaps six years of progress. Register today!

Our 6th Annual State of the Campaign Report to the industry is just a few weeks away. Join our President, Mary Anne Hansan, as she discusses the latest campaign impact data, shares campaign highlights and gives a preview of what's still ahead in 2020, including information about referendum.

July 14 at 11:00 am July 16 at 2:00 pm  
July 20 at 11:00 am July 22 at 2:00 pm



Together, we make Paper,  
Packaging and Progress.



**REGISTER** for a 30-minute webinar at [paperandpackaging.org](https://paperandpackaging.org) to attend.

## 2020 Communications Ambassadors online summit – Thank you for joining!

Every year we bring our company Communications Ambassadors (CAPs) together and this year was no exception despite the Covid-19 pandemic! Thank you to all the CAPs that attended. The group participated in engaging campaign updates and got a first look at a new game and contest coming out this summer featuring our dynamic duo Casey and Page.



**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.

### SALES CHANNEL TOOLKIT

## New tools for your sales teams

From robust sales sheets to beautiful infographics, our Sales Channel Toolkit continues to expand with brand new articles on topics from brand packaging to sustainability for your sales teams to share with their customers. You'll also find a new printable paper quiz – "Do you know these facts about paper?" – highlighting paper's many benefits in an interactive format. Plus, find new animated infographics to liven up social media posts. Don't forget to tag @Howlifeunfolds. If you haven't yet signed up for the toolkit, you can do so here!

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

## IMPACT DATA

### April Engagement Stats Stack Up



**VIDEO VIEWS**  
**21,333,389**



**WEBSITE VISITS**  
**388,754**



**DOWNLOADS**  
**30,272**

# Coronavirus lifts 2020 ecommerce sales

It's no surprise that online shopping has increased as a result of the pandemic. According to eMarketer, this year's ecommerce sales are predicted to grow 18% over 2019. That's over \$100 billion! The largest source of growth is from consumers 45+ years of age. These 7.4 million new digital buyers may have been slow to transition to online shopping before, but due to the health risks posed by COVID-19 and widespread shelter in place mandates, they were forced to enter this new market. In a survey conducted in March, 13% of respondents had shifted their shopping from physical stores to online. In April, the same survey showed a 41% increase. Online grocery sales have also seen a 72% increase in users (41.8% of which are new).

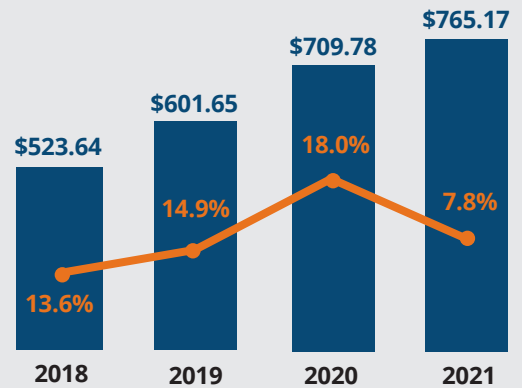
The top 10 ecommerce companies have about 60% of the share of online sales this year. The fastest growing company is Amazon with a forecasted share of 38% in 2020 (about \$47 billion).

Analysts at eMarketer predict in 2021 online sales will continue to increase but at a much lower growth rate of nearly 8% due to the reopening of retail stores.

## RETAIL ECOMMERCE SALES SPIKE IN 2020 DUE TO COVIE-19

US, 2018-2021

Sales have been steadily increasing since 2018. Despite the 2020 spike, they are predicted to resume normalcy in 2021.



■ billions ■ % change

Source: ceMarketer, May 2020

## PULP MAGIC BLOG



By Mary Anne Hansan

## Welcome to the Age of Corrugated. And you thought it was just a brown box.

Are we living in the Golden Age of corrugated? Corrugated boxes are used more today than at any other time in their 164-year history thanks to digital technology that allows companies to ship directly to businesses and homes. Find out more on my blog .

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

