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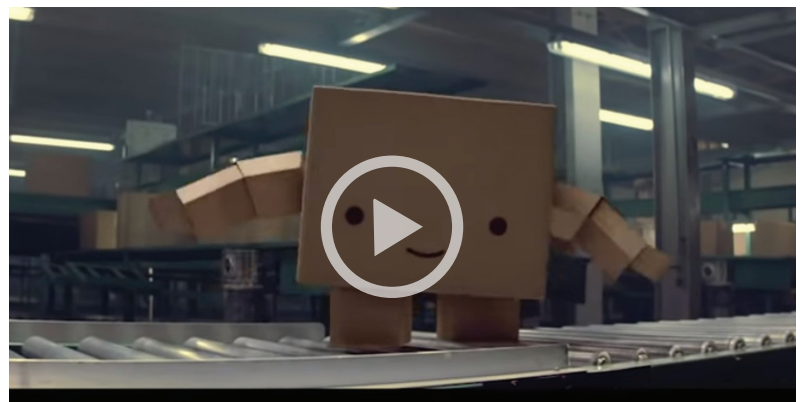
## CAMPAIGN HIGHLIGHTS

### CONSUMER CAMPAIGN

## We're back on TV this month and next!

TV is key to driving brand engagement, increasing search traffic and reaching consumers and business decision makers on a very large scale. This month (Aug. 3-Sept. 2) you'll find Casey appearing on TV in our commercial, "Box's Mission: To Deliver," showing how packaging ensures your things arrive safe and sound. And, from Sept. 7-27, we will introduce a new commercial featuring one of our Faces of the Forest videos repurposed just for TV, reinforcing paper and packaging's sustainability story.

Plus, we're featured in Bloomberg.com with an infographic about packaging for our business decision makers titled "The Hero of the E-Commerce Boom Is on Your Front Porch." The graphic illustrates how the cardboard box is currently one of the most sustainable solutions to help retailers keep pace with soaring online sales during Covid-19.



**WATCH** on [hluf.us/gpPx50AXzpc](https://hluf.us/gpPx50AXzpc)

### The Hero of the E-Commerce Boom Is on Your Front Porch

The cardboard box has emerged as a sustainable solution that's helping retailers keep pace with soaring digital sales during the Covid-19 pandemic. Here's how.

In the era of free shipping and two-day delivery, U.S. e-commerce sales were already growing rapidly. Months of quarantine have only accelerated that rise, with 2020 figures forecast to increase substantially.

**GO TO** [hluf.us/tK3d50AXzpg](https://hluf.us/tK3d50AXzpg) to see the feature!

## CAMPAIGN HIGHLIGHTS

### Paper: The secret online learning tool that works for students of all ages

Learning's best friend has always been paper. And during these unprecedented times with people transitioning to online learning, paper helps us learn now more than ever! We're introducing people to three note taking techniques using paper – sketchnoting, bullet journaling and the Cornell method – to help them become effective lifelong learners. All month long, social media and digital ads along with downloadable sketchnoting worksheets on [howlifunfolds.com](http://howlifunfolds.com) reinforce the importance of learning on paper to help information stick.

**DOWNLOAD** sketchnoting worksheets at [hluf.us/CyYS50AXzou](http://hluf.us/CyYS50AXzou)



### Online community popular with millennials provides 5 ways to digital detox using paper

Our partners from Create & Cultivate undertook a digital detox challenge to reduce screen time and boost productivity while working from home. The team shared paper-based tips on how to disconnect and reset using paper via their online blog (which generates 400K UVMs) and newsletter (with 550K subscribers) reaching their own highly engaged audience geared toward business success and personal growth.

**READ** the blog post on [hluf.us/WD3u50AXzmz](http://hluf.us/WD3u50AXzmz)

*“Keeping a paper to-do list helps me better hit my deadlines and ensures that nothing slips through the cracks.”*

JAZMIN RINGGOLD  
Associate Event Producer at  
Create & Cultivate

#### B2B CAMPAIGN

### #AskPaper Series: Now featuring the future faces of the paper industry

What college major takes on elements from business to chemistry and opens the doors to many career paths? Packaging and paper science! This August, we tap into a younger generation of paper enthusiasts in our #AskPaper series with a special college edition collaboration. We're featuring 10 students from Clemson and NC State Universities answering commonly asked questions about their majors and the paper industry. Short videos will run on Instagram and LinkedIn directing people to a downloadable true-or-false quiz on [HowLifeUnfolds.com](http://HowLifeUnfolds.com) with surprising facts about paper's impact on forests and wildlife.

**WATCH** all the #AskPaper: College Edition videos at [hluf.us/DDsw50AXzjl](http://hluf.us/DDsw50AXzjl)



*“Paper comes from trees. But have you ever thought, how in the world does a tree end up as paper? Because I have. And now I get to learn all about it.”*

ANDREW CHU, student at NC State University

## P+PB's State of the Campaign report reaches new and bigger audiences

Six years in, it's all come together for our industry. A record-breaking number of people – more than 400 – tuned in for one of four industry webinars last month to learn about the Paper & Packaging – How Life Unfolds® campaign progress from P+PB President Mary Anne Hansan!

If you missed the presentation, or want additional information about how we're increasing engagement and driving purchase intent, **WATCH** our State of the Campaign video at [hluf.us/jzl450AXzi3](https://hluf.us/jzl450AXzi3)  
**VIEW** our State of the Campaign flip book at [hluf.us/nd8e50AXzhd](https://hluf.us/nd8e50AXzhd)  
**LISTEN** to a recording of our webinar at [hluf.us/ILQa50AXziA](https://hluf.us/ILQa50AXziA)



## New mobile game highlights essential products Plus, an opportunity for employees to celebrate their contributions.



**EMAIL** [alague@paperandpackaging.org](mailto:alague@paperandpackaging.org) for additional information. If you are an employee of one of our participating companies go to [hluf.us/iuzZ50AXz3Z](https://hluf.us/iuzZ50AXz3Z) to enter.

To celebrate the industry and its products, we launched a brand new mobile game — Box Paper Scissors Jump! — featuring our dynamic duo Casey and Page. Employees from our participating companies can enter a sweepstakes and play this fun interactive game. The sweepstakes ends on Saturday, August 15, and our goal is to have 2,000 employees entered to win – and we're so close! Below are the latest numbers to date.

## SOCIAL SPOTLIGHT AND SHARING

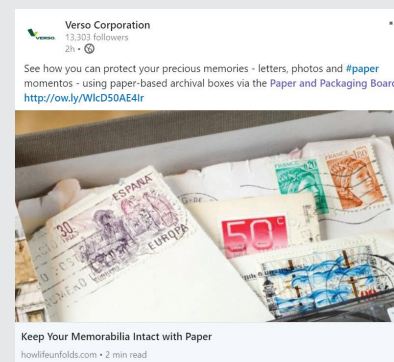
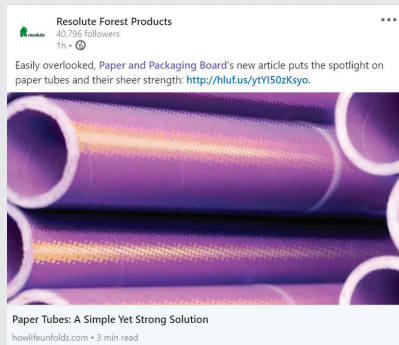
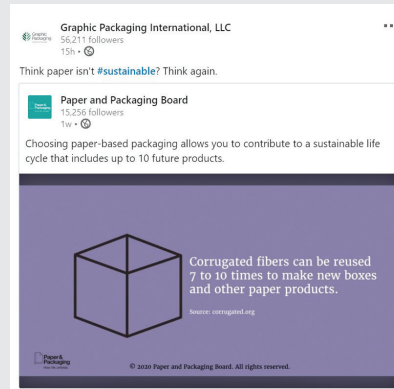
## IMPACT DATA

When it comes to learning, paper makes an impact.



**94%** OF COLLEGE STUDENTS say **paper is essential** to helping them achieve their **academic goals**.

Ipsos poll conducted on behalf of the Paper and Packaging Board. 2018.



## PULP MAGIC BLOG



By Mary Anne Hansan



Together, we make Paper, Packaging and Progress.



## Industry campaign recaps six years of progress

The continuance referendum, scheduled October 12-23, is quickly approaching, and I am pleased to report that the Paper & Packaging – How Life Unfolds® campaign produced record high consumer engagement and even stronger consumer preference for products and packaging made of paper.

**READ MORE** about our State of the Campaign at [paperandpackaging.org/blog](http://paperandpackaging.org/blog)



[www.paperandpackaging.org](http://www.paperandpackaging.org)  
[www.howlifeunfolds.com](http://www.howlifeunfolds.com)

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