

# The Art of Campaign Targeting — Understanding our Audience

With the launch of the Paper and Packaging – How Life Unfolds® national marketing campaign in 2015, extensive segmentation research was conducted to identify consumers who offered the best opportunity to narrow our target audience and determine messages that would resonate. In the end, we identified two strong target audiences that we like to call “Expressives” and “Business Decision Makers.”

## Expressives

Expressives love using paper products in their work and personal lives. They enjoy reading books and magazines and like to show off their creativity. They are environmentally conscious trend setters and shoppers. They love to be “in-the-know” and enjoy sharing that knowledge across social platforms. Paper and paper-based packaging help make them more productive.



### A VALUABLE AUDIENCE

In 2014, 28% of consumers were identified as Expressives. By 2019, this number increased to 36%. Not only did our audience grow, but their spending power did too. These 50 million Expressives, are purchasing our products more than five years ago.

Paper + Packaging Board, Isobar, 2019.



**49%**  
of grocery store trips



**51%**  
of printed documents



**47%**  
of online orders

### REACHING EXPRESSIVES

They are heavy digital and audio users and consume an average amount of TV and magazine content. We have reached them on a variety of platforms and through multiple mediums with messages about learning, creativity, business and personal productivity and sustainability.



# Business Decision Makers

Business Decision Makers (BDMs) are company executives that make decisions at scale when it come to which products are being supplied for, and/or used in, their businesses. These include purchasing decisions around such things as building materials, business equipment, food packaging/food service packaging, freight/shipping services, office furniture and supplies.



## REACHING BDMs

We know that BDMs are heavy newspaper and magazine readers, news watchers and enjoy a medium amount of TV. Knowing this, we have reached them on relevant platforms and mediums with messages about packaging protection, business and personal productivity and sustainability.



### New Survey Reveals 60% of Office Workers Turn to Paper for Peak Productivity



The inaugural Workplace Productivity Report explores how digital technology is affecting productivity in the modern workplace. The survey findings reveal that workers need (and crave) a strong analog and digital balance for focus and productivity in today's office.

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"There's no question that digital tools have in many ways made the workplace more efficient. But we get blindsided by our digital environment when there are certain tasks for which paper is just more effective," said productivity expert Holland Halls. "If we jot down our top three objectives for the day on paper first thing in the morning, we avoid getting lost in our inboxes. We're much more likely to retain information if we annotate a hard copy. And taking a notebook to meetings rather than a phone or laptop helps us actually connect to coworkers and solve problems more rapidly."

EXPRESSIVES	DEMOGRAPHICS AT A GLANCE	BUSINESS DECISION MAKERS
34	AVERAGE AGE	47
50% MALE 50% FEMALE	GENDER	66% MALE 34% FEMALE
50%	% MARRIED	82%
60%	% WITH CHILDREN	52%
65% MILLENNIALS 27% GEN X, 8% GEN Z	COHORT MAKEUP	A MIX OF MILLENNIALS, GEN X AND BOOMERS
\$90,000	AVERAGE HHI	\$377,000

## Learn more about the Paper and Packaging Board.

The Paper & Packaging – How Life Unfolds® national marketing campaign shows how paper and packaging enhance business and personal productivity, creativity and learning, and help protect and deliver the food and goods we want. To learn more, go to [paperandpackaging.org](http://paperandpackaging.org).

