



8200 Greensboro Drive
Suite 1175
McLean, VA 22102
(703) 935-8590

New Sustainability Initiative from the Paper and Packaging Board Emphasizes Recycling and Healthy Forests

McLean, Va. (July 26, 2021) – Today the Paper and Packaging Board’s How Life Unfolds® campaign launched an integrated communication effort with sustainability messaging at the center. The initiative includes a content rich microsite, imaginative animated video, colorful digital banners, and print ads targeting the Paper and Packaging Board’s (P+PB) custom consumer audience, Expressives, with a focus on 18-34-year olds and new platforms, including TikTok, to reach them.

According to a *Sustainability Positioning and Messaging Research* study conducted by P+PB and Isobar in 2020, 58% of consumers believe U.S. forests are shrinking. However, [forests in the last 30 years have increased by over 33 million acres](#). The same P+PB study also indicates that once consumers were made aware of the industry’s sustainability efforts that protect forests and habitats, along with product innovation stories, they appreciated the paper and packaging industry and its products more.

“In order to bring the sustainability message to life, we created a world that would appeal to both the young and young at heart – a world awash in color and optimism where we can show consumers that their choices matter. Ultimately, we want them to know that when they choose and recycle paper and paper-based packaging, they are a force for nature,” said Mary Anne Hansan, President of the Paper and Packaging Board.

In partnership with New York City content marketing agency, Manifest, the Paper and Packaging Board created a campaign focused on the circular story of paper products. On the air, screen and printed page, viewers watch the transformation of paper-based packages take flight. Consumers learn about the kinds of products their recycled material can become. Research suggests that this knowledge encourages consumers to recycle more.

“We wanted to show how simple choices, like choosing paper, can have a big impact on the environment and do it in a way that had some magic to it,” said John Hobbs, Creative Director at Manifest. “Animation allowed us to do that, to show the transformative nature of recycling and forestry in a simplified, vibrant, positive way.”

The creative assets feature a new 15-second video that plays to consumers’ increased use of e-commerce to talk about the importance of recycling and another 30-second and 15-second video focuses on how paper and [boxes can be recycled up to 7 times](#). The new print ad talks about the circle of care paper companies are engaging in to nurture and grow forests. Together, the creative shows consumers that when they choose paper and paper packaging, they do their part in helping the environment.

The integrated communications effort will be executed across the full range of media channels and through PR initiatives. The advertisements can be seen in magazines such as *US Weekly*, *Bloomberg*, *Smithsonian*, and *Rolling Stone*, as well as through connected TV, podcasts and social media platforms, such as TikTok and Instagram. The initiative’s success will be tracked through its annual Attitudes & Usage Study and a range of campaign engagement metrics.



To learn more about the Paper and Packaging Board's new initiative, visit www.PaperForNature.com.

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About: The Paper and Packaging Board promotes the use of paper products and paper-based packaging by highlighting how their sustainable nature and the industry's practices help contribute to a healthier planet. Forty-six U.S. manufacturers and importers collectively fund the national marketing campaign. www.howlifeunfolds.com

For more information: Sarah Meiburg, *Sr. Director of Industry Outreach*, smeiburg@paperandpackaging.org