



How life unfolds:

### HIGHLIGHTS

## A Great Story with Great Storytelling Has Impact



### Sustainability Superstars

A great story deserves great storytelling. And thanks to the paper manufacturers and importers behind the Paper and Packaging Board (P+PB), the storytelling focus on sustainability continues. In 2023, we launched a multichannel campaign with an invaluable celebrity partner, Retta, who personifies our new papertarian lifestyle. We improved engagement with our digital content across multiple fronts. Usage of our powerful consumer recycling reminder on boxes is growing among box makers and brands, helping the industry with fiber recovery at a time when more boxes are arriving on doorsteps. The industry has a powerful sustainability story to tell, and we continue to find creative ways to tell it with impact.

### CAMPAIGN BY THE NUMBERS

**3.5** BILLION IMPRESSIONS

**325** MILLION VIDEO VIEWS

**2.9** MILLION WEB VISITS



### A Papertarian Moment

In 2023, we did no less than introduce America to a new word and way of life. With celebrity ambassador, comedian and actress Retta leading the charge, the papertarian movement is creating excitement and improving digital engagement with this new word and lifestyle that encourages preference for and use of paper-based products, plastic substitutions and consistent recycling behavior.

As a result, more consumers are now thinking about product packaging both before purchase and at the point of sale. Our spots show Retta at work, at home and in the grocery store, pointing out the sustainable virtues of paper and paper-based product packaging. She uses humor to gently correct those around her, like her intern and neighbors, about the proper ways to recycle — all the while showcasing the industry's impressive diversity of products.



# 2023 CAMPAIGN IMPACT

### A Referendum for Renewal

The October 2023 renewal referendum saw the most paper and box manufacturers and importers —77 percent — weigh in on whether to continue the Paper and Packaging Board's consumer marketing campaign. When all your voices were heard, a majority affirmed the need to continue. Why? We think the renewal reflects the growing realization and understanding that an industry of our size and stature needs to control its own destiny and tell its sustainability story to U.S. consumers and customers. The campaign is reaching and impacting consumers looking to reduce their plastic consumption and reduce their guilt about using trees to make the essential products they count on. We want to continue to support and validate their choice to use paper. By telling the industry's impressive environmental story in a simple and thoughtful way, we will reinforce consumers' and customers' preference for paper and packaging due to its circular nature.



Celebrating **10 YEARS** of Paper, Packaging and Progress

## CONNECTING WITH CONSUMERS 2023 By the Numbers

Our campaign is cutting through all of the noise that consumers receive every day from multiple sources.

**2,700**  
"Papertarian" Searches  
We're witnessing the beginning of something. People are searching online for the word "papertarian"—a word that previously didn't exist.

**28%**  
Increase in Web Visits  
The papertarian movement helped drive a 28% increase in page visits.

**700K**  
Clicked on the Quiz  
The papertarian campaign isn't just informing people, it's getting them to reflect on their own habits, with 700K clicking on our quiz, an average of 78K per month.



**37%** Higher than Average Engagement  
Our most popular page with nearly 400K visits and a 37% higher than average engagement rate educated people on which paper products can go in the recycling bin. Our guide on paper recycling was the most downloaded piece, twice as much as other downloaded content.

**156%** More Video Views than the Previous Year  
Our Pack It! Packaging Recycling Design Challenge video series that features packaging designed from the ground up to be recycled, has found its stride, with smarter targeting delivering 156% more video views than the previous year.



### What Consumers are Saying

Here's what consumers said after reading an article on our website:



### Opportunity Knocks

#### Awareness of the Renewable Nature of Paper-Based Products is up 18 Points

I don't worry about using paper-based products because paper is a renewable, plant-based resource.

Source: Isobar/Brookmark A&U Tracking Survey (August '15, May '23 waves)



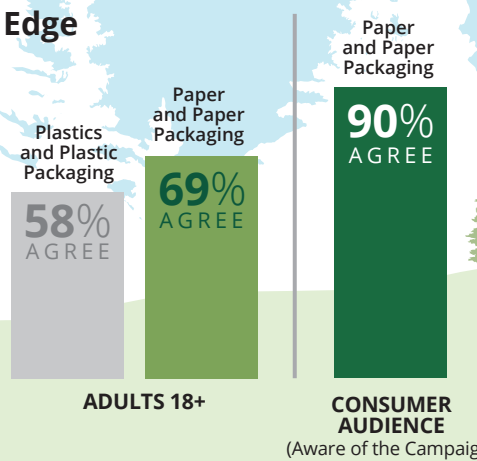
## INDUSTRY REPUTATION Metrics That Matter

The investment in communicating about the paper and packaging industry and its products will continue to raise the profile and reputation of the industry for progressive environmental practices and product innovation. This can lead to conversations with customers that will revolve around both the innovation and the sustainable materials paper companies like yours bring to their businesses and brands.

### Innovation Edge

The paper and packaging industry makes innovative products.

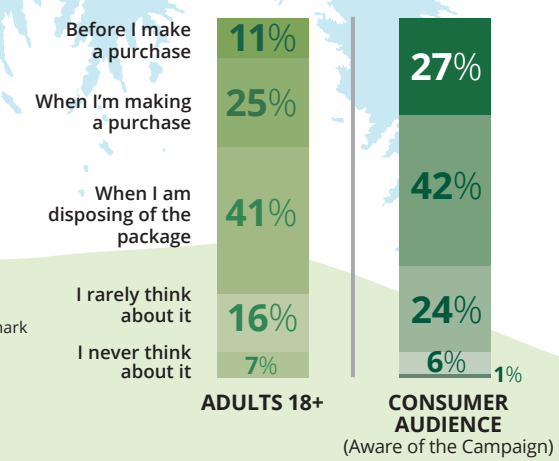
Source: Isobar/Brookmark A&U Tracking Survey (May '23 waves)



### Fiber Recovery

Consumers aware of the campaign are more likely to think about the recyclability of a product before or when they buy.

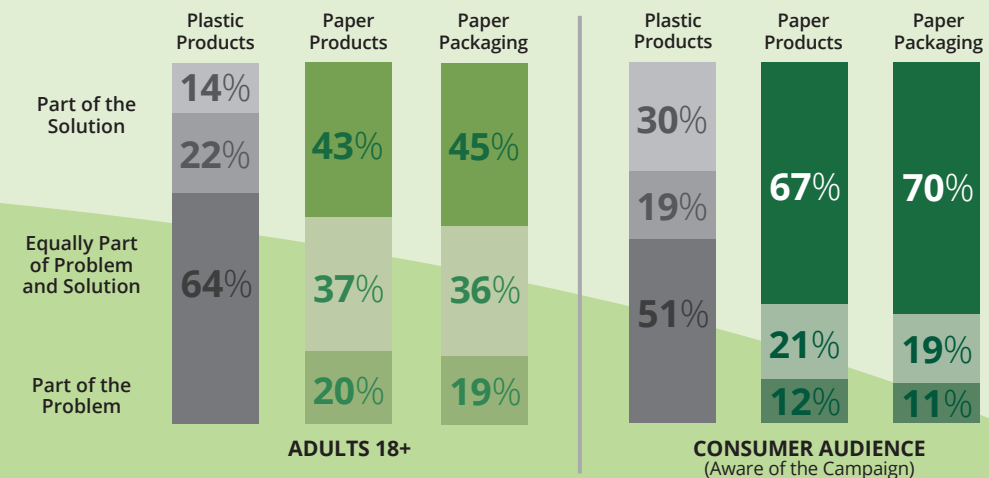
Source: Isobar/Brookmark A&U Tracking Survey (May '23 waves)



### Paper is Part of the Environmental Solution

More consumers believe products made from paper and paper-based packaging are part of the solution.

Source: Isobar/Brookmark A&U Tracking Survey (May '23 waves)



### Recycling Innovation

Our *Future of Recycling* video takes viewers on an insider's tour, showcasing the technology the U.S. paper and packaging industry is investing nearly \$7 billion in through 2025. Bringing the stories to life are the skilled individuals who keep these facilities running smoothly, highlighting their unique pride in doing a job that's making the environment better today and for future generations.



### BOX TO NATURE

Our custom residential recycling initiative is helping companies get fiber back by making it easier for consumers to do the right thing by recycling their shipping boxes. With a mark on boxes and QR Code that links consumers to easy-to-understand recycling information, adoption of this updated and paper-centric message is increasing among paper manufacturers, box-makers and e-commerce companies alike, with the QR scans to prove it. Our research and data show it stands out from the clutter to remind consumers to EMPTY. FLATTEN. RECYCLE.






## Optimizing for Impact in 2024



### THE ROAD AHEAD



Our overarching goal for 2024 is to grow the number of people who see our campaign. In building our sustainability story and advertising platform, we've come to recognize the universal appeal of our messaging. That means broadening the audience the campaign is reaching beyond our core consumer demographic.

#### We Also Plan to:

- Expose more people to the papertarian lifestyle and how to achieve it.
  - Connect the dots between the industry's stewardship of trees in the U.S. and making sustainable paper products and why that adds up to a healthier planet.
  - Encourage box makers and consumer brands to add the powerful, box-specific recycling language, EMPTY. FLATTEN. RECYCLE. to residential shipping boxes.
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