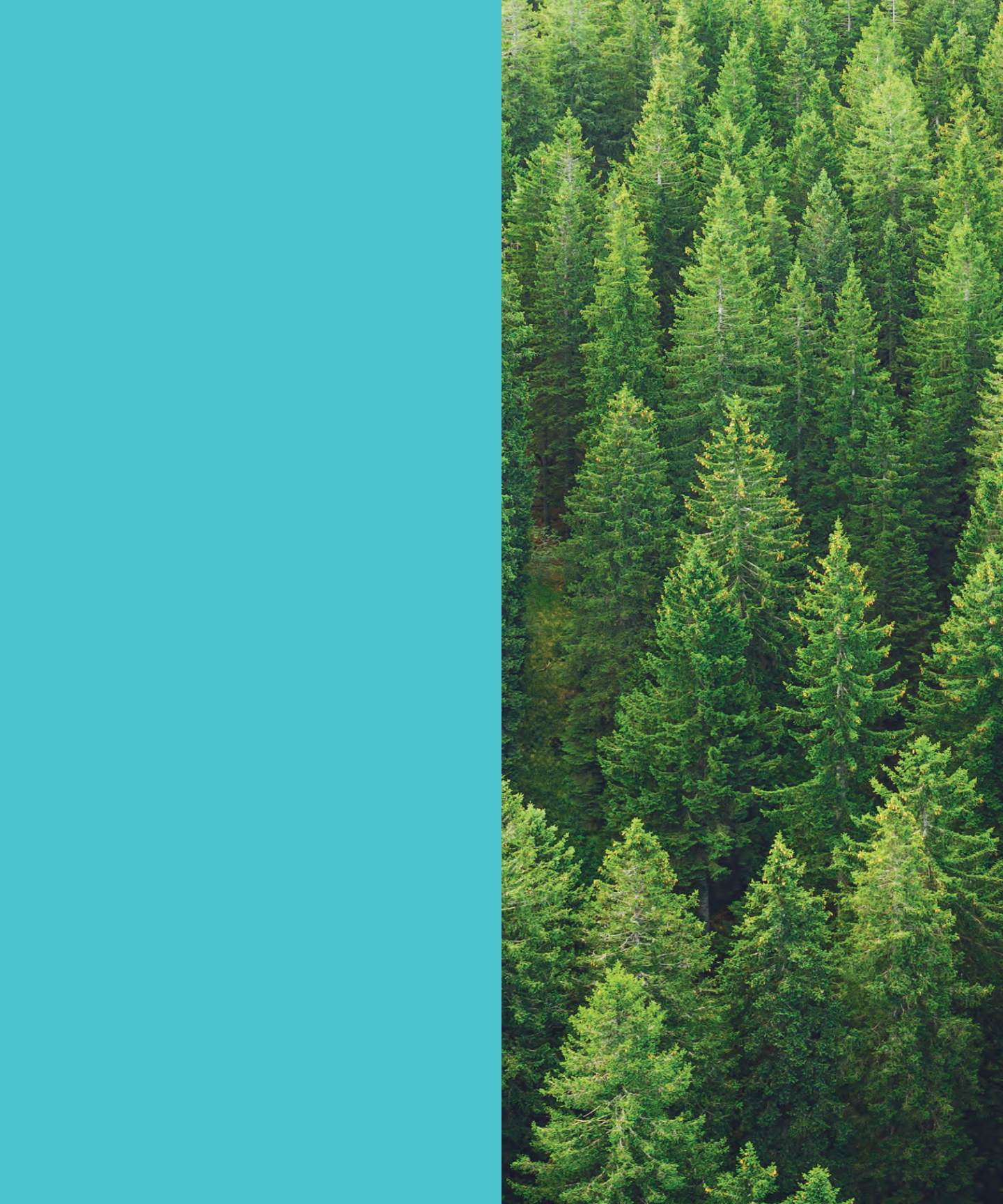


2022 STATE OF THE CAMPAIGN

Once Upon  
a Time  
There was  
a Tree







An aerial photograph of a vast, dense evergreen forest. The trees are a mix of dark green and lighter green, suggesting different species or stages of growth. The forest extends to the horizon, creating a textured, layered appearance. The lighting is bright, highlighting the tops of the trees.

*that became a forest*

**at the core of a thriving ecosystem that is essential to  
meeting the needs of consumers who also value the  
planet so we can sustain our environment  
for generations to come.**







# **Stewards of Sustainable PROGRESS**

2022

STATE OF THE CAMPAIGN

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The Paper and Packaging Board promotes paper products and paper-based packaging as an environmentally smart choice that helps create a healthier planet. The Paper & Packaging – How Life Unfolds® national marketing campaign focuses on the industry’s unrivaled sustainability story.

# Dedication

**Our 2022 campaign is dedicated to reaching American consumers,** ages 18 - 49, who love paper-based products and packaging and want to make the right choice for the environment. This highly targeted audience we call Expressives are the largest consumers of our products and encompass a growing number of Gen Z and Millennials who care deeply about the environment. They are driven by a sense of personal integrity, fairness, equity and responsibility to the community, as is our industry.

# Preface



At its core, the renewability of forests and the recyclability of paper products are our great differentiators. Our investment in recycling infrastructure is unparalleled. And our role in helping forests regenerate and natural habitats thrive are essential to how we meet customer and consumer needs, both today and tomorrow.

The goal of our environmentally focused consumer campaign is twofold: to tell dynamic real-life stories of how our companies work with private forest owners to plant more trees than we use, and to educate consumers on how to recycle their paper and boxes the right way, every time. Expanding consumers' understanding of these practices and each person's role will drive preference for paper and paper-based packaging and, ultimately, lead to smart, worry-free consumption of our products.

For the past 12 months the campaign has leaned into our recycling and product innovation story, showing consumers the circular nature of what recycled products can become. Just this month, the campaign launched new communications championing the link between forest wellness and consumer health to make the case for choosing paper, which leads to continual planting of trees and caring for



our forests. QR codes throughout this “storybook” will take you to some of our compelling work.

How do we measure success? That, like our campaign, is evolving. Monitoring consumers through ongoing tracking involves new and existing measures tied to the consumers’ views of our industry and the environment. We will look for indications of behavior change over time like intentionally choosing paper packaging over plastic when purchasing a product – and properly recycling, not just dropping the packaging in the trash after use. Our P+PB team of marketing experts will continue to measure and quantify campaign performance using expanded relevant media channels and making real-time adjustments to optimize impact.

We have only just begun to share our important sustainability story with customers and consumers alike. We are glad you are on this journey with us.



*Scott Light*

**SCOTT LIGHT**

*Chair, Paper and Packaging Board*

*Executive Vice President, Packaging & Cellulose, Georgia-Pacific*



# Foreword



With our sea legs firmly planted, we are working to tell our sustainability story in ways that break through, entertain and change behavior. That means communicating through TikTok, QR codes and social sharing. You can also find us on streaming channels and in magazines. However we serve it up, consumers are hearing more than ever about the recyclability of our products and to *Empty. Flatten. Recycle.* They're also learning the truth about the successful regeneration of U.S. forests used to make consumer products, often at a rate that's double what we use.

On traditional and new platforms, we are committed to communicating about paper recycling, innovation that eliminates waste like plastics, our partnership with forest owners, and the circularity of our renewable natural resources that are critical to meeting the needs of both consumers and the environment now and in the future. Every chapter is grounded in passion, purpose and tireless exploration of the intertwined health of forests and our industry. Our sustainability story will continue to unfold throughout 2022 and beyond.



A handwritten signature in black ink that reads "Mary Anne Hansan". The signature is fluid and cursive.

**MARY ANNE HANSAN**  
*President, Paper and Packaging Board*



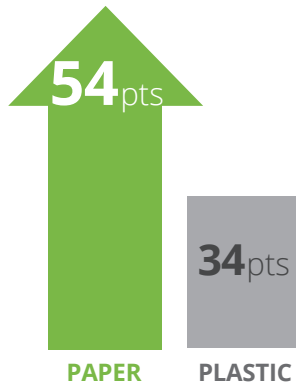
# Tracking of consumer attitudes and campaign impact

Our comprehensive approach tracks and measures the impact of our reputational campaign. We follow attitudinal trends around reputation and preference via a robust annual survey, as well as real-time impact of our content through a short website survey. Ultimately, campaign performance metrics allow us to refine and fine-tune our advertising as we optimize our campaign across numerous channels.

**Industry reputation is solid, but has room to improve. Strong preference over plastic widens.**

Please tell us your **FEELINGS ABOUT EACH INDUSTRY** using a scale that ranges from 0 to 100.

Plastics has dropped from 41 in 2020 to 34 in 2021.



**60% AGREE** **PAPER PRODUCTS** are part of the environmental solution

**64% AGREE** **PAPER-BASED PACKAGING** is part of the environmental solution

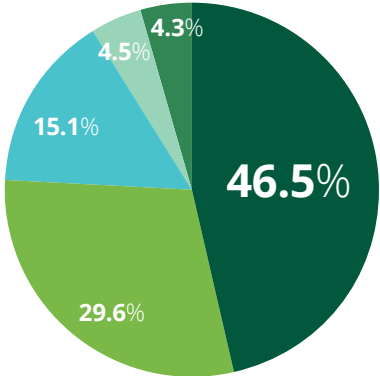
**87% PREFER** paper-based product packaging

**4 in 10 ACTIVELY AVOID** plastic product packaging. *up from 34% in 2020*

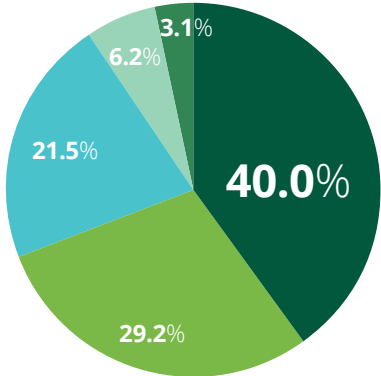
Source: Isobar November 2021 A&U Tracking

# Consumers agree that their choices play an important role in the health of the planet.

When I choose a paper-based product, I am making a **POSITIVE CONTRIBUTION TO THE ENVIRONMENT**



The makers of paper and paper-based products, **CONTRIBUTE POSITIVELY TO THE OVERALL HEALTH OF U.S. FORESTS**



■ Agree Strongly   ■ Agree   ■ Neutral   ■ Disagree   ■ Strongly Disagree

Source: HowLifeUnfolds.com website survey, Responses from July 2021 – May 2022, n= 6,351

## As our campaign focuses on sustainability messaging, our tracking survey evolves to go deeper.

A new messaging focus, new creative in the marketplace and an expanded media strategy impact how we track success and consumer attitudes that we want to influence. Specifically we want to better understand three areas: how we are connecting with consumers’ environmental values; how sustainability becomes a purchasing consideration when using and choosing our products; and consumer engagement and attitudes about recycling our products and how we are influencing their recycling behavior. New 2022 benchmark questions include:

- *Which industries align with a consumer’s environmental values?*
- *Do consumers consider packaging before buying food, beverage, cleaning products or personal care items?*
- *How do people view recycling specific paper products, from ease to concerns about whether those products really get recycled?*

## Chapter 1

### **The moral of the story: improve consumer recycling behavior**

**Choosing recyclable paper and packaging and strengthening recycling habits means choosing a healthier planet.** Changing habits at scale is a formidable goal. So we teamed up with noted behavior expert and researcher, Dr. Wendy Woods, a professor at the University of Southern California, to develop a set of steps and actions that can be reinforced with consumers to help them become better recyclers. This is more important than ever as ecommerce expands and consumers are asked to recycle those boxes.



## **Birds and Boxes video inspires 49.5 million views.**



The circular nature of recycling takes flight with a video celebrating the soaring role of ecommerce in delivering the goods consumers need, right to their doorsteps, in (you guessed it!) paper and paper-based packaging. This video achieved a 70% completion rate on digital and social.

## **Our new *Box to Nature* residential recycling initiative makes quite a flap.**

It is estimated that only 40% of boxes are recovered through residential recycling. With industry partners like Fibre Box Association and participating checkoff companies, we are reminding and educating consumers to do the right thing for the planet and recycle more often. The goal is to add this recycling inspiration message and instructions to millions of ecommerce shipping boxes, with the consumer-tested mark and corresponding website educating at scale.



**CHECK IT OUT!**  
QR code from the box  
drives to [Box2Nature.org](https://Box2Nature.org)

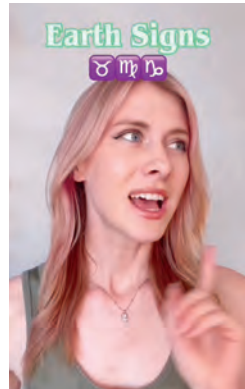


*"We are excited to participate in the Box to Nature program, reminding consumers at "point of package" to **empty, flatten and recycle!** This is an important industry initiative that will help improve residential recycling rates!"*

BRYAN HOLLENBACH, EVP, Green Bay Packaging

## Popular astrology social influencer reaches younger Expressives.

Tapping into today's younger generation's strong interest in astrology to guide life, we partnered with a popular social influencer in this space, Julia Kelly, who took to digital and social platforms like TikTok to inspire people to recycle more, matching their astrological sign to recycling habits.



## Partnerships with leading consumer magazines bring our story front and center.



*HGTV Magazine, Bloomberg Green, and Entrepreneur are a few of the consumer magazines that provided editorial content that endorsed and reinforced our sustainability story with our target audience – reaching millions of consumers.*

## Chapter 2

### **Innovation is a real page-turner**

**Our industry's tireless commitment to product innovation gives consumers choices that are better for the planet.** Product innovation is pioneering a whole new paper packaging world, with exciting non-plastic solutions being rolled out every day. Notable examples include a ship-in-its-own-container (SIOC) detergent box, paper deodorant tubes, cosmetic boxes and use of eco-friendly coatings in boxes that make them recyclable. Plus, groundbreaking new carriers for beverages that replace environmentally unfriendly plastic rings.



## ***Pack It! The Packaging Recycling Design Challenge* on YouTube turns sustainability dreams into reality.**

The challenge is on to create recyclable packaging in our fun, new high-energy two-episode series on YouTube.

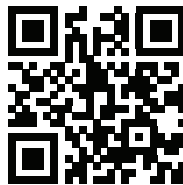
Contestants have 10 hours to compete for the \$5,000 prize by designing a meal-prep delivery kit and beauty subscription box. *Pack It!* demonstrates and educates consumers and customers alike about the benefits of choosing paper and cardboard materials for product innovation that can and are being used to replace harder-to-recycle plastic packaging.

Host Cassie Stephens, winner of Netflix's "Nailed It!," a social influencer with over 1M TikTok followers, author and teacher, leads viewers and contestants through the high-pressure competition. Brand judges hail from leading meal delivery service Sunbasket, as well as sk\*p – an eco-friendly beauty brand that exclusively uses paper packaging.



### **WATCH the Meal Kit Challenge**

A pair of college professors face off to create innovative paper packaging for ingredients in a meal-prep delivery kit.



### **WATCH the Beauty Box Challenge**

Two beauty product packaging designers (and college pals!) tackle a beauty subscription box in style.

## Chapter 3

# Forest stewardship grows happily ever after

**Telling the truth about how our industry promotes healthy trees and habitats.** The forestry story of the bond between humans and nature is two-pronged and powerful. We are not only connecting forest health to personal wellness. But we are continuing the proud, timeless story of our commitment to working with private landowners to tend and nurture the forests that make our products.

# Casey and Page (and wellness enthusiasts) make the case for forest AND personal wellness.



Enchanting forestry spots launched July 11 across all channels, including TV. Relatable storytelling celebrates forests and the role our industry plays to keep them healthy and thriving. Not only do the videos star Casey and Page, but the consumer takes center stage to demonstrate the connection between self-care and caring for our forests by using products made from paper.



**WATCH** the Practicing Wellness video



## Peace of mind, thanks to healthy forests, is a vital message.

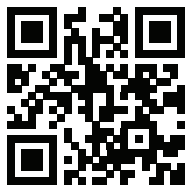
Casey relaxes and rejuvenates amid the healthy forests that are a precious and renewable resource. This print ad reaches consumers via publications like *HGTV Magazine*, *Smithsonian*, *GQ*, *Us Weekly*, *Bloomberg Green* and *Entrepreneur*.



## Social and PR promotes the wellness benefits of forest bathing.



Inhale, exhale and unplug with a new social/PR effort spotlighting Forest Bathing – think sunbathing in the forest. We show consumers new ways to enjoy a therapeutic sensory experience amid the valued forest habitat. And that using paper helps regenerate our forests and keeps them healthy.

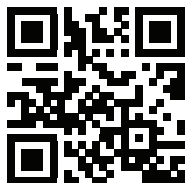


**WATCH** the Forest Bathing video

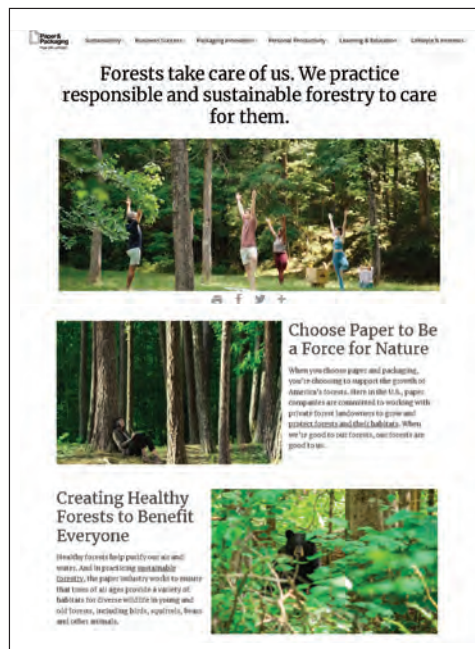


## HowLifeUnfolds.com immerses consumers in expanded forestry content.

Revamped with a sustainability focus, our new HowLifeUnfolds.com pages help people understand paper's role in responsible forestry. Content shows that just as we are making a good decision to take care of ourselves through exercise, using products made from paper fosters forest wellness and tree growth.



VISIT  
[HowLifeUnfolds.com/forestry](https://www.howlifeunfolds.com/forestry)



## Faces of the Forest video series: the generational history of family forest landowners pulls in 100M views.



This popular series of eight documentary-style videos tells a story of passion and purpose over the last century. Central to the story is that the majority of wood harvested to make paper in the U.S. comes from family and private forestlands. Viewers are moved and minds are changed when they witness the symbiotic relationship between families and forests, a partnership to be nurtured for generations to come.

## Chapter 4

### **The circle of sustainability: a happy never-ending**

**From renewable trees to valued recyclable products to fiber recovery and reuse to continual planting and care, all of which lead to thriving forests and habitats.**

We are spreading the word that choosing paper helps our forests grow – and makes consumers a force for nature. Sustainably managed forests – those being used to create paper and packaging products – mean thriving ecosystems. That’s because our industry partners with private landowners who are encouraged to continually plant trees, and save their forest land over generations. When consumers understand how choosing paper-based products and then recycling those products helps, they see with clarity how they as individuals are part of the solution.



## **Transformations campaign brings every step of circularity to life.**

The first in the new sustainability-focused campaign that launched last summer, these print ads and videos show consumers the circular nature of our products, resulting in part from their good choice to recycle. Colorful and compelling, these ads demonstrate what recycling becomes and how it always circles back to the renewable resource: our forests.



### **Animation elevates the transformation story.**

This engaging video has clocked 44 million views with an 80% video completion rate since July 2021.

### **Print proves heroic.**

Visualizing the transformations of products as they are recycled to make new products lets people spend time with and absorb the facts. No wonder this ad tested the strongest during recent consumer concept testing.

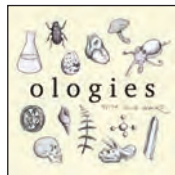


### **Surprising transformations show benefits of recycling.**

In June and July, we carried the transformation theme through to our social media channels. Using animated GIFs to show the life cycle of product packaging, this visual transformation reinforces the core truth that paper packaging can be recycled up to 7 times.

## **More Paper, No Problem: More than 35.2 million video views.**

An industry first, a rap video with a surprise appearance from our ambassador Page, celebrates how using more paper helps forest flourish. We amplified our message and reach with social memes and a TikTok influencer.



## **Podcasts and Pandora let consumers hear a sophisticated sustainability story.**

Podcasts popular with our Expressives let us tell the circular sustainability story at a high level. Audio spots conveying how using paper helps regenerate America's plentiful forests began airing in May on Pandora. Paid spots on *Freakonomics Radio*, *Ologies*, *On Purpose* and *Conan O'Brien Needs A Friend* are read by the host, giving them added credibility.



An aerial photograph of a dense, lush green forest of evergreen trees, filling the entire background of the page. The trees are tall and closely packed, creating a rich, textured canopy of various shades of green.

# to be continued

## 2022 and beyond

**Watch our campaign unfold on cable and late night TV, premiere print publications, streaming and digital programming, and social media platforms from Facebook, Instagram and Pinterest to NextDoor, TikTok and LinkedIn to reach across generations of Expressives.**

**But there's more to come. And there is no one better to tell our industry's continuing story of passion and commitment.**





## **OUR MISSION**

Our mission is to create preference for paper and paper-based packaging by reinforcing why paper is an everyday, earth-friendly choice that allows consumers to feel good about their purchase decisions.



# Rave reviews are pouring in!

## What consumers are saying about our 2022 Sustainability Campaign

*"I liked how I learned how using paper products made from trees helps the environment and helps people and animals stay healthy. I always knew using paper was better than using plastic but I did not realize how much better using paper was." – Lisa P.*

*"I was impressed by the fact that paper and paper packaging are sustainable and are helping the growth of the forests in the US." – Eddie T.*

*"Learning that paper companies plant twice as many trees as they use makes me much more favorable to using paper products as much as I can." – Dina W.*

*"What stands out the most is that the paper we use and paper packaging we use actually support our trees and forests." – Kristina G.*

Source: Heart + Mind Strategies, concept testing, 2022



[PaperAndPackaging.org](https://PaperAndPackaging.org)  
[HowLifeUnfolds.com](https://HowLifeUnfolds.com)

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