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## Paper and Packaging Board Newsletter

### Helping a Sustainable Planet Unfold

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*P+PB's national sustainability-focused marketing campaign highlights how paper and packaging's sustainable nature, the industry's environmental practices and investments in recycling contribute to a healthier planet.*

## CAMPAIGN HIGHLIGHTS

### Influencers Engage Audience with Authentic Content

Making meaningful impressions amidst a sea of social media content can be a daunting task. Partnering with influencers has become a core part of our advertising and social media strategy as their personal connection with their audience is an invaluable tool for impacting consumer preference. Their unique content focuses on eco-friendly lifestyles and sustainability, which aligns with our campaign to educate on how the renewable nature of the industry's products makes them a smart choice for the environment. It is also one of the reasons they choose to work with us. Check out a couple of the influencers we have worked with this year to help spread our sustainability story:

- **Juliana Deliberais**, pictured below, is a sustainability content creator from Florida with over 19,000 followers on TikTok. As someone who lives the papertarian lifestyle, her content centers around simple eco-friendly tips

across Instagram and TikTok. She was a natural fit for our campaign as she demonstrates how to live more sustainably, reduce waste and find alternatives to harmful products, like those made from nonrenewable resources. Watch her educate viewers on how choosing paper-based packaging incentivizes sustainable forestry practices.



## 10 Years of P+PB: The Debut of the Campaign and "Letters to Dad" TV Spot

Nearly a decade ago, close to 100 people, from paper executives to trade association heads, to advertising and marketing gurus gathered in Washington, D.C. at an art gallery turned premier venue to watch the unveiling of the Paper and Packaging: How Life Unfolds ad campaign. The campaign ran the gamut of formats – magazine ads

highlighting paper's unique and emotional superpower – connecting people with each other. The ad featured the story of how a little boy and his father, who is stationed overseas, stay close with some help from a caring neighbor and paper airplanes turned letters. Click the thumbnail below to watch.



## Tapping Trends to Spread Sustainability Story

Have you ever heard of collage journaling? The activity, which combines the visual elements of collage art with the self-reflective power of journaling, is a hot trend on social media. Seizing on this trend we added more story lines to remind consumers that using paper-based materials when collage journaling helps encourages private forest landowners to grow more trees for future generations – and that recycling unused paper and scraps makes the most out of a renewable resource.

- Read the [tutorial article](#)
- Watch the [instructional video](#)





## Sustainable Thoughts

*From P+PB's President, Mary Anne Hansan*



### New Research Reveals Huge Opportunity for Paper Industry to Be Recognized as Sustainable

Here at the Paper and Packaging Board, we have a curated list of researchers we rely on for deeper insights into our work for you. At the top of my list is The Hartman Group (THG), a Bellevue, Washington consultancy focused on the food and beverage marketplace. Since 2007 they have conducted a large-scale sustainability study every two years, and we always eagerly await the latest. Their October 2023 study did not disappoint.

> [Read more on my blog](#)

## INDUSTRY NEWS

### Reminder – 2023 Campaign Impact Report Now Available

The **2023 Campaign Impact Report** is now available and offers companies supporting the campaign a deeper dive on the success of new initiatives and the growing impact of the campaign over time. In this year's report you can see:

- Incremental improvement in the reputation of the industry year over year,
- Reception to the papertarian campaign launched in April 2023 and how it resonated with consumers; and
- Growing use of the industry's very own recycling mark for residential recycling on manufacturers' and brands' boxes.

## Great Storytelling Has Impact



### INNOVATIONS

## Premium Ballot Papers Designed for U.S. Elections

*For our innovations spotlight this month, we are featuring an article from Yahoo Finance.*

Pixelle, a leading manufacturer of specialty papers in North America, launched a new product portfolio of premium ballot papers tailored for local, state and federal elections across the United States. As the 2024 national and local elections draw near, Pixelle is positioned to support polling nationwide with a wide range of high-performance ballot papers that are made in the U.S.A.

- Read the full article [here](#)



## DATA TRENDS THAT MATTER



How your **brand is**  
**perceived** is important.

## WHAT P+PB IS READING



- **Two Sides: Paper Greetings are America's Calling Card**
- **Packaging Dive: Postal Service's new 2030 sustainability targets cover recycled content, packaging recyclability**
- **Packaging Dive: Biodiversity emerges as an ESG priority in packaging, but measurement could be a challenge**
- **NPR: Reduce, reuse, redirect outrage: How plastic makers used recycling as a fig leaf**
- **Packaging Gateway: Judging a book by its cover: How packaging can signpost sustainability**