



How life unfolds:

The Paper & Packaging – How Life Unfolds® campaign from the manufacturers and importers of paper highlights the important role paper and packaging play in our lives by helping strengthen positive public perceptions of the industry’s products and increase their use.

- The Paper & Packaging – How Life Unfolds® campaign represents a unified effort by the paper and packaging industry to help strengthen consumer awareness of the value of the industry’s products, increase consumer appreciation and spur consumption.
- The consumer-focused Paper & Packaging – How Life Unfolds® marketing campaign reminds people of paper and packaging’s continued relevance in their lives through a storytelling approach featuring animated paper and packaging characters as the heroes of each story. These characters, each made of paper and packaging, create instantly recognizable connection with the industry and help consumer recall of the campaign.
- Each animated character embodies core values that consumers appreciate about their use of and choice of paper or packaging. Paper helps us learn, be productive and achieve both big things and small in our daily lives. Packaging routinely delivers goods safely to our doorsteps, stores and businesses, as well as graphics and information about the brands we love.
- The characters were introduced in early 2018 in print, then digital video, and on February 14, launched across digital television and social media. The integrated marketing campaign runs across TV advertising, in magazines, online with digital ads on consumer and retail websites and in social media. Public relations generates traditional earned media and social media platforms leverage the campaign’s messages across [Facebook](#), [Twitter](#), [LinkedIn](#), [YouTube](#), [Pinterest](#) and [Instagram](#) and at www.howlifeunfolds.com.
- The campaign collects about \$25M annually from manufacturers and importers from four industry sectors, including printing and writing, Kraft packaging paper, containerboard and paperboard.
- Paper and packaging is a \$126 billion industry in the United States,¹ offering over 369,000 jobs² and creating over 5,000 products from recovered paper.³ The industry accounts for 2.7 percent of the U.S. manufacturing GDP in 2016.⁴
- The Paper and Packaging Board oversees the program. The board is composed of a eight-person operational staff and is governed by a board of directors composed of 12 industry representatives from each of four industry sectors, as well as four regions of the country. The board includes an importer and a small company manufacturing between 100,000 and 250,000 short tons of paper annually.

The Paper & Packaging – How Life Unfolds® national marketing campaign shows how paper and paper-based packaging enhance business and personal productivity, creativity and learning, and help protect and deliver the food and goods we want. Learn more about the industry-funded campaign at www.howlifeunfolds.com.

¹ Quarterly Financial Report (QFR) Manufacturing, Mining, Trade, & Selected Service Industries

² Bureau of Labor Statistics

³ <http://www.epa.gov>

⁴ U.S. Bureau of Economic Analysis