

Helping paper sales take flight



COMMUNICATION
S DEVELOPMENT

RESULTS

The “How Life Unfolds” campaign inspired targeted segments to use more paper in creative and essential ways, and has ultimately restored the connection between brand and consumer.

RATED BY ADAGE AS “ONE OF FIVE MOST ENGAGING SPOTS” UPON LAUNCH. 4M+ VIEWS BETWEEN YOUTUBE AND FACEBOOK. AMONG THOSE WHO RECALL SEEING THE AD, 20% INCREASE IN NUMBER OF PEOPLE SAYING THEY “USE MORE PAPER.”



The Situation

The Paper + Packaging Board was created solely to finance and implement a five-year effort to improve the image and usage of paper and paper-based packaging in a digitally driven landscape.

The Insight

After searching thousands of targeting solutions, we identified the brand's optimal target, a meaningful, financially optimal and media-actionable Target known as “Expressives.”

We used MindSight® to identify motives that would drive Expressives' usage of paper. With both Belonging and Achievement scoring high, we determined this target is most responsive to ads that promote accomplishment, productivity, togetherness and community.

The Strategy

We mapped out a process to develop and launch a new campaign using our segmentation model and MindSight® Motivational Profiling.

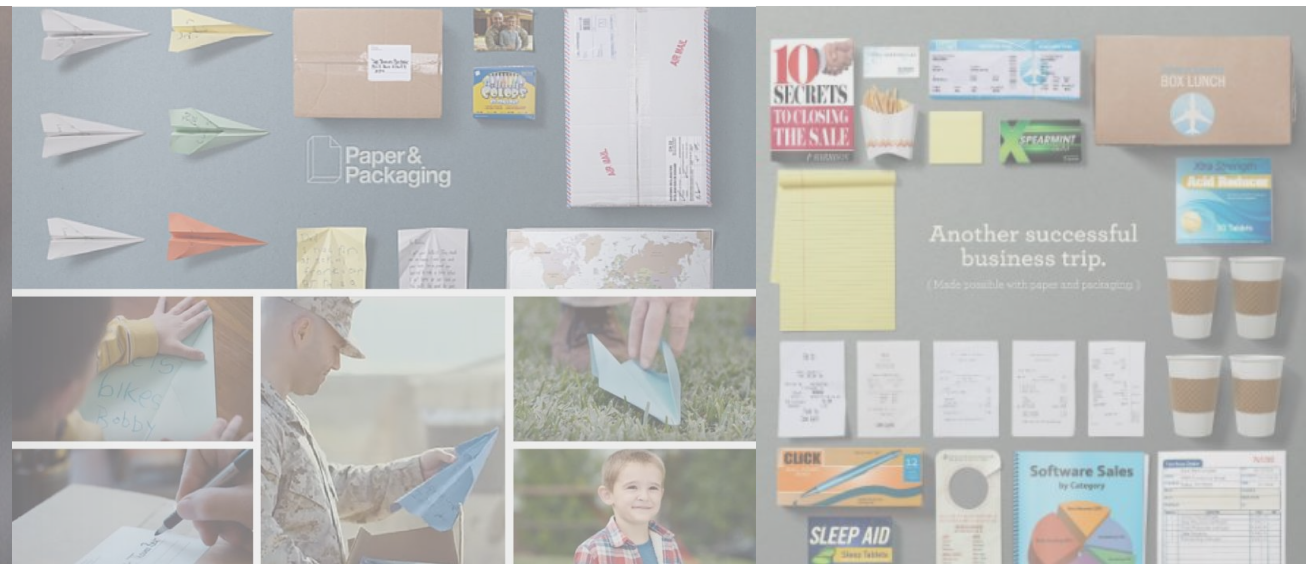
After testing the emotional impact of different strategies that represented the uncovered motives, Creative Testing confirmed the “Letters to Dad” TV spot to be on strategy and in-line with the uncovered motives.

RESULTS

The Paper + Packaging Board will launch a new and improved campaign in Q2 of 2018



How life unfolds.™



The Situation

The Paper + Packaging Board was created solely to finance and implement a five-year effort to improve the image and usage of paper and paper-based packaging in a digitally driven landscape

A key part of the effort was a **major investment in an advertising campaign.**

To ensure the success of the campaign management sought to follow a rigorous **program of research, testing, and ongoing refinement.**

The Insight

A financially optimal and media-actionable target was identified, and a campaign, “How Life Unfolds,” developed with that segment and their paper and paper-based packaging usage-related motives in mind.

Prior to official launch of the campaign, algorithms were applied to key media databases to identify key touchpoints for the target. Plus, we used our Discovery™ forecast model to estimate levels of campaign penetration given the media plan and yearly spending budget that were envisioned.

Upon launch, a campaign monitoring system was put in place to track sentiment in the market place, as well as assess the campaign's performance.

Over time, the tracking research demonstrated that the advertising was falling short (relative to forecast) in terms of campaign penetration among the target segment. Moreover, the data revealed that the campaign was having the inadvertent effect of increasing feelings of guilt and “clutter” among those who had seen it (due to print executions which highlighted multiple forms & uses of paper and packaging)

The Strategy

Based on the research, the Paper + Packaging Board is refining its creative and media planning:

- Developing and testing new creative that is deemed to be more “intrusive”
- Eliminating print expenditures until creative can be fixed/adjusted
- Focusing PR and other marketing efforts on reducing feelings of “guilt” and “clutter” until the new campaign can be launched
- Continuing to leverage segment-specific media habits data to adjust media-planning and optimize buying of media relevant to the target.