

CORRUGATED



IT MAKES THE MOST \$ENSE

Coalition of pulp and paper manufacturers organized to promote the benefits of corrugated packaging.

Fight off a serious competitive attack.

→ B2B

CHALLENGE:

The Corrugated Packaging Council is a coalition of manufacturers organized to promote the benefits of corrugated packaging to industry and the public in general. The industry was faced with an aggressive competitive attack in the produce / grocery marketplace. Corrugated packaging was losing significant share to returnable plastic containers (RPCs) which were being marketed as a more progressive solution for transporting and displaying fruits and vegetables.



CATALYST

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→ www.catalystb2b.com/packaging

CATALYST SOLUTION

- Catalyst's strategy was to quickly rally industry support and funding for the fight, then counterattack with a hard-hitting campaign promoting the shipping, environmental and cost-saving benefits of corrugated packaging.
- The tagline featured the primary benefit of cost savings – as confirmed through research.
- Advertising targeted produce growers and buyers and communicated the benefits of corrugated compared to the hidden costs of RPCs.
- Creation of a software tool that demonstrated corrugated packaging savings versus RPCs.
- Educational collateral became the core weapon of corrugated industry salespeople.
- A wide-reaching industry and consumer PR campaign promoted the cost saving and environmental benefits of corrugated.
- An industry newsletter kept "insiders" aware of the fight and its progress.

CATALYST — Product ID and Packaging Expertise

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Logo featured distinctive corrugated fluting.
Tagline emphasized the product's practical nature.



Hard-hitting advertising clearly differentiated corrugated from RPCs.



Sales tools helped reps communicate corrugated's unique value proposition. A software application help prospects calculate their ROI.

Industry-insider newsletters kept company employees engaged in the campaign.



Literature helped dramatize the benefits of corrugated as a versatile packaging solution.



Grass roots PR campaign drew attention to proactive industry recycling efforts.

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RESULTS

- Walmart and Krogers, two of the biggest retailers targeted in the program, decided not to switch to RPCs for their produce shipments.
- After one year, the corrugated industry declared the program a success as the growth of RPCs was slowed.



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