

CASE STUDY

“Down to Earth” Evidence-based Green Marketing



Bringing Environmental Messages “Down to Earth”

Problem

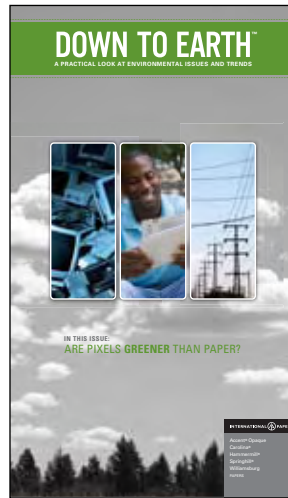
The Commercial Imaging and Printing Papers business of International Paper was looking for a way to engage its customers in discussions related to paper, printing and the environment with a series of brochures that would address a variety of environmental topics and trends.

Solution

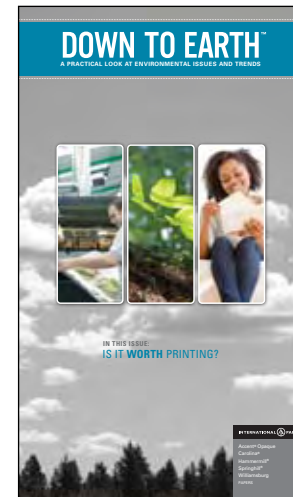
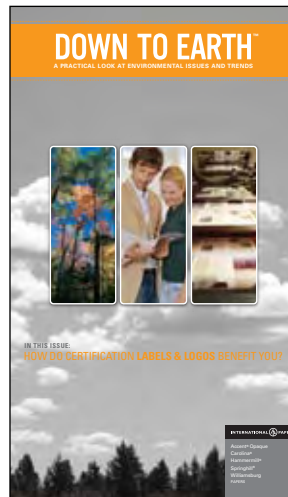
“Down to Earth” is a streamlined, tri-fold brochure published quarterly and chock-filled with facts, quotes, statistics and statements related to environmental topics such as energy usage, how paper helps to keep forests growing, third-party certification systems and the benefits and environmental impact of recycled and virgin content in paper, etc.

Results

This series of informative brochures has helped IP customers better defend the use of paper with factual information and thought-provoking challenges. The series – in particular the issue asking “Are Pixels Greener Than Paper?” – has created quite a buzz around the blogosphere. Hits to the company’s website for downloads of the publication have doubled in the past year, creating the necessity for a standalone “Down to Earth” website as a means of sharing and disseminating the information from the printed piece quickly and easily.



“DOWN TO EARTH” BROCHURE SERIES



“DOWN TO EARTH” BROCHURE SERIES



“DOWN TO EARTH” WEBSITE