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CASE STUDIES OF DISTINCTION

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PAPER BECAUSE: A BRAND RELAUNCH THAT CRUSHES CONVENTION

SITUATION

Copy paper is copy paper – that's the conventional commodity wisdom. And it's what Domtar, North America's leading producer of free-sheet paper, set out to challenge along with an equally potent force: the environmental push for paperless. Evolving technology and a magnified "eco-consciousness" had shifted demand away from Domtar's favor:

- Paper consumption was evolving and usage falling
- Electronic replacement for paper was growing; particularly home scanners
- Paper was perceived as environmentally irresponsible

That's the situation Domtar detailed for EMA. Our job was not only to address these trends, but to single out the Domtar brand among influencers, buyers and consumers and build brand demand.

So how do you make a commodity meaningful? How do you responsibly counter a movement like environmentalism? How do you do all this and create brand demand and brand differentiation?



INSIGHT

Domtar approached EMA for a sustainability campaign. We weren't sure that was the right story. Our research into the perspectives of large corporate paper users and U.S. households bore that out: people avoid paper less out of enviro-guilt and more out of greater competition. If they could be convinced of its merits, they would use paper more.

SOLUTION

We developed a brand relaunch campaign entitled PAPER because. It's a campaign about people—business people and everyday people – and why paper is still important to them. PAPER because understands what the world of paper looks like. It expresses what the Domtar name stands for and what makes

it unique against competitors with a price-focused commodity mentality. And, it emotionally addresses the target – paper users and buyers – and the role paper plays in their lives.

We have focused the campaign on three key audiences, using the first two—business (trade and paper users) and opinion leaders—to reach the third: consumers. We have developed ways to use print and online advertising, PR, guerilla, point of use, and viral/social. Digital video has been a crucial vehicle to reach paper detractors who don't read print media.

- PR focuses on how important paper still is – even among the environmentally conscious – and highlights Domtar's work with environmental groups
 - Print emphasizes the value of paper
 - Videos – shared virally and in video advertising – poke fun at "paperless" while underscoring responsible usage
- PAPER because delivers its message in an engaging way.

A few campaign highlights:

- A Paper Hotspot at SXSW, one of the world's largest interactive festivals. The couch-filled space for attendees to unplug with a book, magazine or sketchpad was an instant hit.
- A college campus survey of students' views on paperless. We recorded their reactions to questions like "how would you like receiving your diploma in PDF? (They wouldn't.)" Survey results garnered national publicity, including landing Domtar on USA Today's front page.

RESULT

At the end of year one, Domtar awareness jumped 100% among C-suite executives, 40% among business decision-makers, and nearly 30% among paper purchasers. 73-75% of Wall Street Journal readers exposed to the campaign agreed that "Domtar is a sustainable paper company." Only 3% disagreed.

Among office workers exposed to the campaign in 760 office buildings in the top 15 U.S. DMAs:

- Domtar awareness shot up by 650% (competitor brand awareness remained static)
- Attitudes towards Domtar as "supporting the responsible use of paper" shifted from 98% "neutral" to 30% "agreeing"
- Intent to purchase doubled to 25%