

## The Humble Box

The Humble Box has reached Canadian millennials from coast to coast. To focus on reaching an important sector of the population with key messages about our industry, the Canadian Corrugated & Containerboard Association developed a series of four videos using the character of a “humble box” to tell the stories.



Videos were posted on the CCCA Instagram channel and promoted to target audience in four different sectors of the country in one-week segments. The program builds from recent research that revealed how well liked we were by people that know us; but highlighted that only about half the population knows us. What to do? Go tell them.

And tell them we did! Over 1.4 million impressions were achieved, but the key is that the videos were watched almost 900,000 times. You can see the Humble Box on the home page of our website at [www.cccabox.org](http://www.cccabox.org).

Our members do great work at reaching the trade orbit of the business. As an Association our goal is to reach beyond that realm to help in creating an understanding of the key attributes the corrugated industry. Schools will become a greater focus for us in 2021.