



Educating Teachers: Paper Is Good, Pass It On

The Challenge

Studies show that children learn better when they write things down. That's why leading paper company Domtar created the Paper Is Good, Pass It On campaign—to educate teachers and students on the learning benefits of putting things on paper.



Communicate the message that learning is best reinforced when writing things down



Teach the importance of sustainability in paper production



Educate about Domtar's commitment to adhering to Rainforest Alliance specifications

The Solution

Domtar engaged with TECMG on a multimedia campaign that combined advertising with branded content to be distributed online and throughout classrooms.



Created educational posters to be distributed in up to 75,000 classrooms



Ran an ad campaign to promote awareness



Designed Common Core-aligned resources with paper activities for Domtar's Forest Academy website



Launched a promotional sweepstakes

The Results

With so many valuable, educational pieces available to teachers, the campaign created by TECMG generated fantastic results, increasing awareness by driving new leads and distributing educational content.



3,008 teachers visited the microsite



1,550 entries in the sweepstakes



1,102 info requests to Domtar



1.9 million students reached