



IN COOPERATION WITH



PRESENT A NEW VIDEO SERIES...

Sustainable Packaging

EXPLAINED

SUSTAINABLE PACKAGING EXPLAINED

Why buy?



Modern video series with unique, original content put together in a way that demystifies

It's easier to understand

Our editors have the sheer breadth of expertise



Exclusive/limited sponsorship opportunities

Only 12 ad slots available for the entire year



Designed to boost visibility for those interested in aligning with sustainable messaging

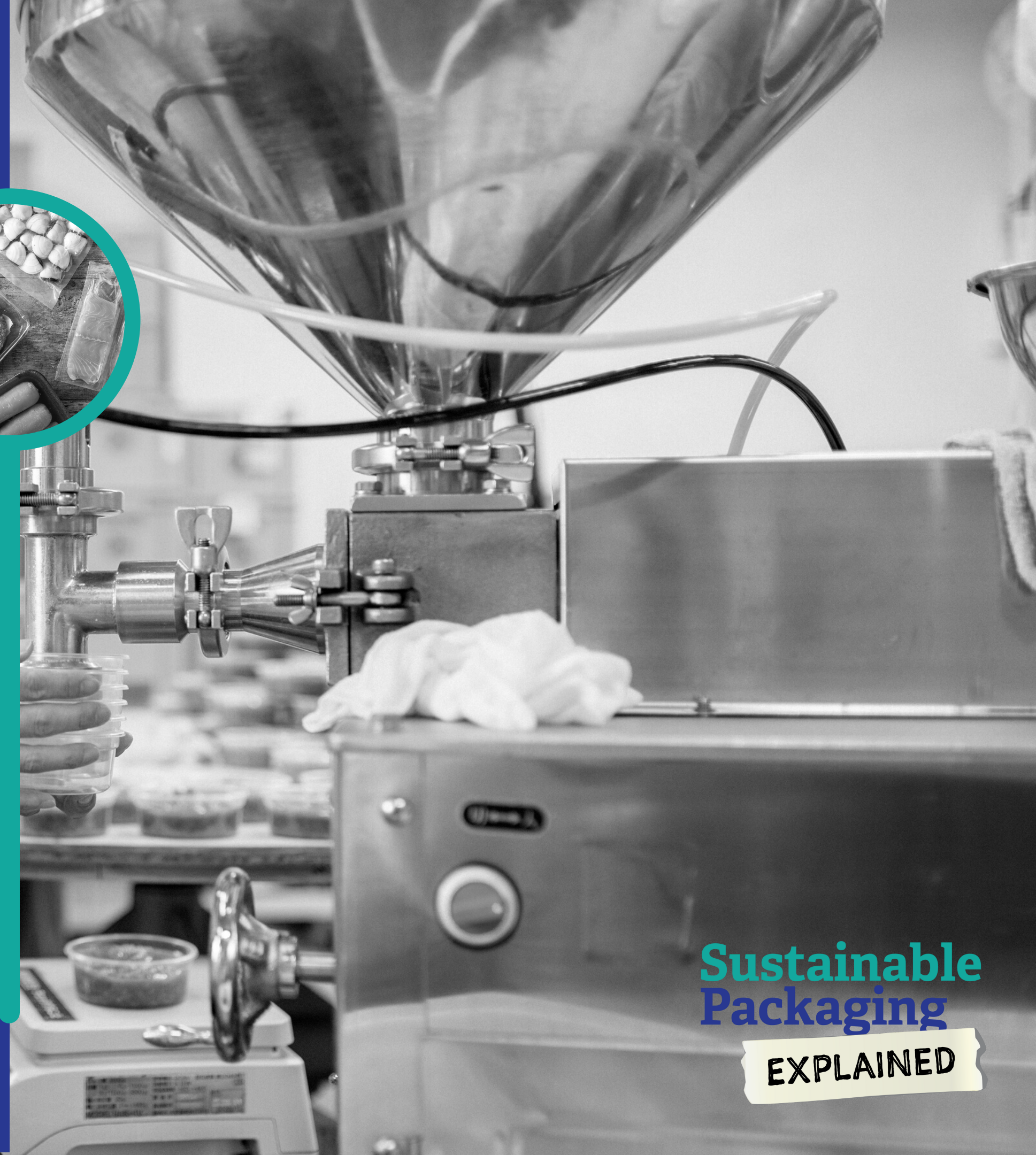


All targeted to known validated/vetted end users

Not just emerging brands but all packaging end users in PMMI's database

Editorial Content

Providing educational content about sustainable packaging so that the audience understands there isn't one right answer in the discussion about sustainable packaging; show how to take steps to improve processes, while also informing considerations for various material selections.



**Sustainable
Packaging**
EXPLAINED

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Video Topics

Reusable & Refillable Packaging

Compostable Packaging

Bio-based & Biodegradable Plastics

How to Reduce Packaging Materials

E-commerce Package Design

Energy Recovery/Treatment & Disposal

Material Highlight: Paper

Material Highlight: Glass

Material Highlight: Metals/Aluminum

Design for Recycling

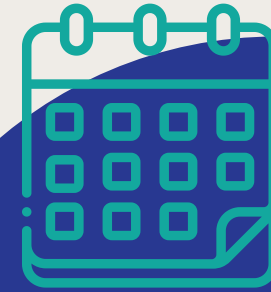
Mono-Materials / Flexible Packaging

Using Recycled Content

Logistics and Shipping Footprint

SUSTAINABLE PACKAGING EXPLAINED

Product Details



We will release a new sustainability video once a month

30

You supply a 30 second video ad with audio



The ad will run as mid-roll

In the middle of the video



The ad itself is not clickable

But a link to your site will be in the video description

A screenshot of a YouTube video player. The video content shows a silver Domino can with the brand name and logo. To the right of the can, the following statistics are displayed: 30,000 installs (and growing), 120,000 cans per hour, and 2,000 cans per minute. The video player interface includes a search bar at the top, a play button, a progress bar, and a video title 'E-commerce Package Design' by 'Emerging Brands Alliance'. The video has 453 views and was uploaded on Oct 12, 2022. The description starts with 'We all know that unique looking packaging draws the eye on a shelf...'. A teal arrow points to a link in the description: 'See more from Domino North America at <https://www.domino-printing.com/>'.

What's included



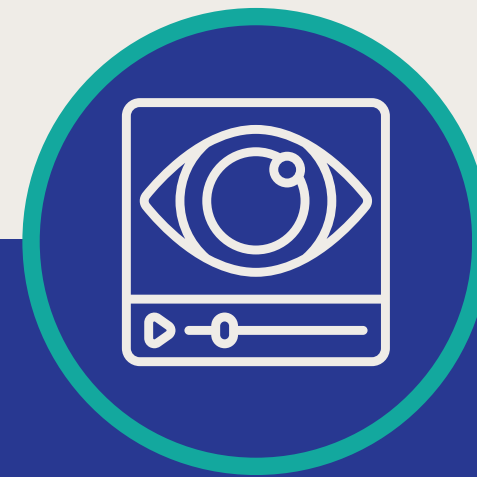
One Year
branding
opportunity



Relationship
building &
brand
awareness



Reaching brands
outside of our
current audience



Video views



Link to your
website

SUSTAINABLE PACKAGING EXPLAINED

Pricing & Inventory

**Sustainable
Packaging**

EXPLAINED

Mid-Roll Ad

\$3,500

Inventory

- One ad per video
- 12 videos will run in 2023
- Open to all immediately



Distribution

- Posted to the Emerging Brands Alliance YouTube Channel
- Posted and promoted on the PW website and newsletters
- Paid digital marketing efforts (including LinkedIn, Facebook, Google Ads, etc) targeting \$1M+ brands



Release schedule

Videos release
the last week of
every month

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Important Dates