

Veritiv Packaging: Bubble Wrap® Appreciation Day

LinkedIn Campaign — Three-Post Series

A three-post LinkedIn series developed for Veritiv Packaging to celebrate Bubble Wrap® Appreciation Day, pairing playful brand storytelling with product education and an engagement-driving giveaway.

POST 1

Bubble Wrap® is an incredible product—but when you take it out of the box, it's just as magical. Here are some surprising alternative uses for this product.

- LINKBlog post
- LINK COPYBubble Wrap® is incredible – inside and outside of the box
- IMAGECustom graphic adapted from the email campaign visuals for social

POST 2

Did you know we sold 38 million ft of TUFFflex Bubble Wrap® in 2018? That's enough to stretch from our Atlanta HQ to London.

- LINKtufflexpackaging.com/bubble-wrap
- LINK COPYOur customers love Bubble Wrap®
- IMAGEBubble Wrap rolled out

POST 3

Celebrate Bubble Wrap® Appreciation Day with us! We're giving away FREE Bubble Wrap® calendars to share the love. Enter here for your chance to win.

- LINKLanding page
- LINK COPYCelebrate Bubble Wrap® Appreciation Day!
- IMAGEBubble Wrap Appreciation banner featuring the calendar giveaway