

Background & Objective

Arjowiggins Graphic, the leading manufacturer of innovative environmental paper solutions, has joined forces with top design agency Bostock & Pollitt to create a new environmental illustration book entitled 'What One Tree Means to Me'. The aim of the project is to showcase the work of talented young illustrators and to promote sustainable paper usage among designers and creative printers in the UK including engagement with the young designers (YCN). The new Arjowiggins Graphic paper range is created entirely using recycled paper and pulp from managed FSC certified forests. The range is the result of our efforts to make the whole process of paper production greener. For designers, the Graphic paper range means designers have the option of specifying a wide range of high quality recycled papers – without limiting creativity, as previously expected by designers.

Implementation

The illustrations which feature in the book are the winning entries from a competition run by the two companies in collaboration with the Young Creative Network. Entrants were provided with a template sheet showing the number one and asked to create an illustration encompassing what one tree meant to them along with a brief written description of the inspiration behind their work.

A total of 13 illustrations were selected for inclusion in the book from both UK and European designers. The artistic style ranges from the traditional to the abstract and covers themes such as escapism, childhood nostalgia and the beauty of trees. For example, one contributor focuses on an apple tree in their childhood back garden, the fruits of which were used by their Grandmother to bake apple pies, while another takes a deeper look, depicting a tree of their life so far.

Audience

The book was mailed to 1,100 designers and creative printers within the UK. Arjowiggins used their own internal database of designers. No restrictions were placed on sex or age only on previous interest received e.g. using Arjowiggins papers, requesting papers samples, interest in sustainability.

Results

Google Analytics were used to track the success of the competition on the web. They received 2,378 hits to the web page they created for the competition and 10% of those downloaded the template. This is a very good conversion rate, as generally 2% is regarded as high. They also received many visitors internationally, which is another way of measuring success.