

Looking to develop **new** products?

Want to know where you fit into the **competitive** landscape?

Need to know the **trends** to guide future go-to-market strategies?

Bringing you custom research for the packaging and processing industry...



**MEDIA
GROUP**

**CUSTOM
RESEARCH**



Intelligence to Advance Your Business

WHAT WE DO

PMMI Media Group Custom Research explores the trends driving your business, and your current position in the marketplace. Our research helps you develop a brand and business strategy by providing a robust analysis of:

- Current brand awareness and perception of you and your competition
- Insight into your prospects' most critical needs

Armed with this information you can develop a marketing strategy uniquely suited for your brand that will generate a strong return on investment.

HOW WE DO IT

Based on your needs, we conduct a tailored mix of in person and online research, workshops and focus groups with your targeted customers. Our proprietary, comprehensive customer database delivers unparalleled access to the decision-makers you need to reach and, more importantly, understand.

QUESTIONS? Contact Jorge Izquierdo, vice president, market development, PMMI at jizquierdo@pmmi.org or 571.612.3199

pmmimediagroup.com/custom-research



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WHY PMMI MEDIA GROUP CUSTOM RESEARCH?

PMMI Media Group Custom Research is brought to you by the experts that have produced PMMI Business Intelligence for over 20 years. PMMI Business Intelligence has a proven history of identifying trends, insights and actionable intelligence to help professionals make decisions that drive business forward.

Our market research capabilities are unique to the packaging and processing industry. We can deliver the decision makers you need to hear from: a highly engaged audience of 150,000 brand owner contacts including subscribers to PMMI Media Group brands and attendees to the PACK EXPO portfolio of trade shows. Our legacy of research excellence coupled with unparalleled access to industry buyers and influencers makes PMMI Media Group Custom Research an ideal partner for your next research study.

Thought Leadership Research

- Exclusive market intelligence to share with your customers and strengthen your position as an industry authority
- Trends to guide future strategies and planning

PRODUCTS WE OFFER

Brand & Competitive Analysis

- Brand perception in areas such as quality/reliability, innovation, ease of use/changeover, pricing, TCO, service and support
- Views on your competition and their available products/services
- Perceived value proposition
- Product line awareness and perception

Value Proposition & Product Development Insights

- Most important value sought by buyers in your product category
- Customer pain points addressed by your products
- Misperceptions about your products/services
- Trends, market insights, go-to-market strategies and pricing analysis to strengthen new product launches

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