

# PMMI Media Group Innovation Reports

*Amber Miller – Revised 3.27.25*

## What are Innovation Reports?

Innovation Reports serve as targeted, curated aggregations of our editors' **extensive coverage from PACK EXPO (2025 reports are from PEI 2024), bringing together key insights, trends, and innovations in a highly organized and accessible format.** This is free coverage for featured suppliers (looking into making this sponsorable, but still working through that process).

In 2025, around 17-20 innovation reports are planned to be released.

**Each report is designed as a standalone digital experience,** complete with its own unique URL and presented as an animated webpage, ensuring an engaging and interactive reading experience.

- Pharmaceutical Innovations Report
- Pharmaceutical Traceability & Inspection Innovations Report
- Medical Device Innovations Report
- Liquid Foods Innovations Report
- Dairy Food & Beverage Innovations Report
- Can/Bottle Innovations Report
- Proteins Innovations Report
- Conveying Innovations Report
- Coding/Marking/Labeling Innovations Report

[Here is an example](#)

“This report represents a categorized, organized account of nearly 300 PACK EXPO collective booth visits distilled down into easily consumed visual reports of selected suppliers.”

**The goal of these reports is to deliver concise, visually engaging, and information-rich resources** that help our end users navigate the most recent packaging and processing innovations. Plus, they are easy-to-digest with more visuals and videos than paragraphs of text.

# Where are they promoted and when?

## Email (largest download source)

- [2 dedicated eblasts/report](#)
- [Newsletter house ads](#)
- [Show follow up emails](#)

## Brand Websites

- [Featured on home page of brand associated with the solutions in the report](#)
- [Right panel of articles associated with the topic/category of the report](#)
- [Marketing slot on bottom of each page on the site](#)
- Will have modals in near future

## Organic Social

- [Editors posting to their personal LinkedIn accounts](#)
- [Marketing posting to PMG LinkedIn](#)

## Paid Social

- “Always On” LinkedIn campaigns promoting these to our PAN audience segments – (starting end of April as many departments/creative involved) – will connect to form to download the report
- Re-engagement Campaigns (audience team produces) – will start to weave Innovation Reports into this process

# Download Form

To streamline the process for users, the audience data team has decided to co-brand the innovation report template under PW, HCP, and PFW. This approach simplifies the back-end for the team and enhances the user experience. Users will only need to fill out the full form once; for any future downloads, they will only have to provide their email address.

This is a powerful new way of delivering information visually to an audience that doesn't have the time to read long blocks of text, elevates the user experience, making it easier for readers to quickly grasp the significance of these reports while ensuring they reach the right professionals across multiple industry sectors.

[Here is an example download form](#)

## **Sizzle video**

Check out this [sizzle reel](#) we produced, designed to market these reports to end users.

**Where can see which of my customers are in which reports?**

[Smartsheet](#)