

Taking the Lead in Trade Show Media Relations



Securing additional editorial coverage after trade shows



Company | Matrix

The Goal

Parlay Matrix's successful PACK EXPO media relations campaign into additional editorial opportunities and valuable coverage following the industry's leading trade show.

The Execution

We used our packaging media relationships and personal interactions at PACK EXPO to tee up topics that we knew would best appeal to their readers. In the days after the show, we followed up with each member of the trade media, developed story ideas, delivered meaningful content and visuals, and locked-in those story opportunities for Matrix.

The Results

We were able to secure articles on automation and packaging equipment trends in Produce Processing, Machine Design, Packaging Strategies and Baking & Snack. Additional editorial opportunities from PACK EXPO are also in the works.