

# Meet PACO

**We're PACO Collective, a full-service, minority-owned marketing agency based in Chicago. Born in 2006 as a two-man Hispanic ad shop, we've grown to 40 employees and specialize in inclusive marketing.**

## Inclusive marketing?

America's more multicultural than ever, and if you're not speaking to that, you're missing the boat. One-size-fits-all marketing is dead — and it's not enough just to check the “diversity” box and call it a day. That's why we take a cross-cultural, inclusive approach. We help our clients understand **when culture matters** and **how it motivates consumers of their brand** — then apply it to the work we do.

## Our Sweet Spots

- Utilities
- Food & hospitality
- Sports & entertainment
- Banking & financial services
- Healthcare

## Services

- Strategic planning
  - Brand positioning
  - Audience research, including: segmentation studies, creative testing, brand & reputation studies
- Advertising
  - Creative
  - Production
- Media planning and buying
- Public relations
  - Event management
  - Experiential marketing
- Digital
  - SEO
  - Website development
  - Banners
  - CRM
- Social media
  - Strategy
  - Creative development
  - Community management

## Who We Work With

- Illinois Lottery
- ComEd
- BGE
- Crowne Plaza Hotel
- Norm's Farms
- Notre Dame Campus Dining


## NAICS

- 541613 (Marketing Consulting)
- 541810 (Advertising Agencies)
- 541820 (Public Relations)
- 541830 (Media Buying Agencies)
- 711320 (Promoters of Performing Arts, Sports, and Similar Events with Facilities)

## Our Certifications

- NMSDC: Certified Minority Business Enterprise
- State of Illinois (pending)
- City of Chicago (pending)

## Get in Touch

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 [PACOcollective.com](https://PACOcollective.com)

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NEW BUSINESS  
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