

# Inclusive Marketing Creative Ideation

Maximize your  
brand's growth  
potential

Brands that implement Inclusive Marketing  
see true bottom line impact

Genuine **Brand Credibility**

Repeat purchase **50% more likely**

Measurable **Revenue Gains**

## Product Options

### INDIVIDUAL IDEATION

One round of ideation = three  
concepts with one ad-like object  
as proof of concept.

### YEARLY SUBSCRIPTION

One round of ideation per quarter  
delivering three creative ideas

### ONGOING CONSULTATION

Up to ten hours of reviews, per month on your  
executed creative and media plans

Call us at **312.281.2040**  
or email **ozzie@pacocollective.com**  
to maximize your brand's growth potential

## Our Unique Inclusive Approach



### IMMERSION

We immerse ourselves in  
your brand and industry.  
This includes syndicated,  
desktop and qualitative  
research to uncover unique  
insights about your audience.



### ILLUMINATION

Using these insights,  
we'll overlay our inclusive  
marketing expertise to  
illuminate the biggest  
opportunity for your brand.



### IDEATION

Our creative team will push  
off of the unique insights to  
develop nuanced, award  
winning creative ideas.