

PACO COLLECTIVE

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.



We help our clients understand **when culture matters** and **how it motivates consumers** — then apply it to the work we do.

OUR SWEET SPOTS

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

WHO WE'VE WORKED WITH

- Illinois Lottery
- Cargill/Rumba
- Chicago Bears
- Chicago White Sox
- ComEd
- Crowne Plaza Hotel
- NIPSCO
- Norm's Farms
- Notre Dame Campus Dining

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

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
- City of Chicago

GET IN TOUCH

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