

Meet PACO

We're PACO Collective, a full-service, minority-owned marketing communications agency based in Chicago. Born in 2006 as a two-man ad shop, we've grown to 40-plus 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**—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
 - Communications Planning
 - Media Relations
 - Community Outreach
 - Experiential marketing
- ❖ Digital
 - SEO / SEM
 - Website development
 - Banner development
 - CRM
- ❖ Social media
 - Strategy
 - Creative development
 - Community management

Who We Worked With

- ❖ Amazon
- ❖ Blue Cross Blue Shield
- ❖ Aetna
- ❖ Illinois Lottery
- ❖ Cargill/Rumba
- ❖ Chicago Bears
- ❖ Chicago White Sox
- ❖ Exelon / ComEd
- ❖ Discover

NAICS

- ❖ 541613 (Marketing Consulting)
- ❖ 541810 (Advertising Agencies)
- ❖ 541820 (Public Relations)
- ❖ 541830 (Media Buying Agencies)

Our Certifications

- ❖ NMSDC: Certified Minority Business Enterprise
- ❖ MBE, State of Illinois
- ❖ MBE, City of Chicago

Get in Touch

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🖱️ [PACOCollective.com](https://www.pacocollective.com)

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WANT TO WORK WITH US?

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