

We're PACO Collective, a minority-owned inclusive marketing agency based in Chicago. We create content that empowers and authentically reflects society's diverse communities by understanding and representing the nuanced needs, culture, attitudes, and behaviors of different groups to make people feel seen and included.









How We Work?

PACO's diverse team provides a truly unique view of the world thanks to our experience, heritage, and diversity of perspectives that only a true minority-majority agency can bring. From the way we hire, to the way we collaborate, to the work we deliver on behalf of our clients. We uncover and create inclusive opportunities that help our clients deliver results through connecting with their audiences in an authentic, sincere, and inclusive manner.

Our Sweet Spots

- ✦ Utilities
- ✦ CPG
- ✦ Food & Hospitality
- ✦ Sports & Entertainment
- ✦ Banking & Financial Services
- ✦ Healthcare

Services

-  Research & Strategy
-  Creative
-  Media Planning & Buying
-  DEI
-  Digital & Social
-  Public Relations & Activation
-  Culinary
-  Direct Response


Who We Worked With

- ▶ Amazon
- ▶ Blue Cross Blue Shield
- ▶ Aetna
- ▶ Illinois Lottery
- ▶ Cargill / Rumba
- ▶ Chicago Bears
- ▶ Chicago White Sox
- ▶ Exelon / ComEd
- ▶ Discover
- ▶ Southern Company
- ▶ Shure
- ▶ Troy-Bilt
- ▶ Educause


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://pacocollective.com)

Want To Work With Us?

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