

WE



**Hello from  
PACO Collective.**  
**We are a minority-  
owned marketing  
communications  
agency focused on  
inclusive marketing.  
We create authentic  
content to make diverse  
audiences feel seen  
and included.**

### **End-To-End Inclusivity™**

We're driven by end-to-end inclusivity™ and committed to fostering, cultivating, and preserving a culture of diversity, equity, and inclusion. We believe representation matters, and good ideas can come from anywhere.

Together, we work to uncover and create inclusive opportunities that deliver results for our clients by connecting with audiences authentically and sincerely.



# We pride ourselves on being a diverse & inclusive team.

# 67%

OF THE PACO TEAM IS MADE UP OF

## MINORITY ETHNICITIES

6% BLACK  
11% ASIAN  
33% WHITE  
50% HISPANIC

♀ 66% WOMEN | ⚔ 2% VETERANS

## Our Sweet Spot

- 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've Worked With

amazon

BlueCross.  
BlueShield.

BMO

aetna

LOTTERY

iRUMBA!  
MERITS

SOX

comed  
AN EXELON COMPANY

Takeda

Nicor Gas

TROY-BILT

EDUCAUSE

## Want To Work With Us? Let's Talk.

**Jonathan Moreno** [Director, Business & Partnership Development]  
jonathan@pacocollective.com

**Ozzie Godinez** [CEO]  
ozzie@pacocollective.com

### Our Certifications

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

### NAICS

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

PACO  
COLLECTIVE