

# MEET



**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.



**63%**  
OF THE PACO TEAM IS MADE UP OF  
**MINORITY ETHNICITIES**

2% MIXED  
4% BLACK  
13% ASIAN  
37% WHITE  
44% HISPANIC

♀ **71% WOMEN** | ⚔ **2% VETERANS**  
**80% 2024 YTD RETENTION**

## Services

- 👁️ Research & Analytics
- 🔬 Creative & Production Services
- 👥 Marketing Strategy
- 🌐 Digital Marketing
- 💻 Performance Marketing
- 📢 Public Relations
- ✍️ Design Services
- 📺 Media Strategy & Buying

## Our Sweet Spot

- 🏠 Utilities
- 🍷 CPG
- 🍽️ Food & Hospitality
- 🎮 Sports & Entertainment
- 🏦 Banking & Financial Services
- 🏥 Healthcare

## Who We've Worked With



### 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)

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

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Check out our work



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