

Meet PACO

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.

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 of their brand** —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**
 - Event management
 - Experiential marketing
- **Digital**
 - SEO
 - Website development
 - Banners
 - CRM
- **Social media**
 - Strategy
 - Creative development
 - Community management

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


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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NEW BUSINESS

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