



## A Push for PACO

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A widening landscape of options to connect with Hispanic consumers combined with a vision that goes beyond the traditional advertising landscape has proven successful for PACO Communications.

The Chicago-based boutique shop just completed the "Encuentra Tu Sabor" initiative for Tampico Beverages, showcasing its line of juice drinks (*see related story in this issue*). The National Pork Board recently tapped the agency for multicultural duties.

"Our experience is Hispanic, but we bring full multicultural capabilities. For some we do general market work," says Ozzie Godinez, co-founder and vice president of PACO. "We're integrating the communication across all segments of the population."

Although it's based in Chicago and some of its work is focused on the Midwest, PACO should not be classified as a regional shop, notes Godinez. "We have clients that are local and national in scope." Local accounts include Career Education Corporation, Filarmonika and Norwegian American Hospital, among others.

He points out that the agency doesn't specialize in particular marketing capabilities or advertiser categories. "What we bring is an understanding of the clients' business and we then develop programs across all media to achieve those goals," says Godinez. "It all depends on the client and what they are trying to reach."

Launched three years ago, PACO is the result of a "scheduled" meeting between former colleagues. Godinez and co-founder Pablo Acosta had worked together at Chicago-based San Jose Group and later ventured in separate directions. A mutual friend invited both of them to lunch, recalls Godinez.

"We got to talking and we both had the same idea, to do something on our own," he adds. "Since we were both between jobs, we said 'let's try it' and here we are."

Their backgrounds combined, Acosta and Godinez have experience in advertising, creative, public relations and media. Both got their start on the account and brand management side.

Originally from Peru, Acosta worked for agencies such as Saatchi & Saatchi, JWT, D'Arcy and Publicis. Guadalajara-born Godinez got his start at San Jose Group as an account executive and ultimately became a group contractor, managing national programs for Hormel, the National Pork Board and new business opportunities.

Today, PACO counts 10 employees, with Acosta as chief creative officer and Godinez heading up accounts and new business.