

Summary

Integrated Brand Expertise

cinquino+co. is a consumer and b2b brand communications expert that helps companies create and market their product or service brand in competitive environments to achieve their full leadership potential.

offline. online. inline.

cinquino+co.

Who we are

Brand Communications Agency

What we do

Create business impact by doing what your brand needs

What we believe

We work with like-minded companies that believe in their own greatness. Those that know they have a great brand, a great team and an even greater drive to BE better. Companies that know there's always room to improve—to challenge and defy the norm by pushing unconventional thinking that will move consumers and build experiences. It is those companies that want to win. Those that want to succeed. And those that simply want to dominate the marketplace.

View (how we do it)

We believe that our purpose is to help your brand fully realize its market leadership potential. And the ability for a brand to do that—to influence preference—means we must move consumers to action; to activate consumers emotionally by connecting them to your brand essence. Our proven approach builds business by building brands, a method we live by to nurture and grow that connection at every touchpoint. It forms a bond so strong, your brand begins to live in the heart. It drives our will to uncover new opportunities for your brand to lead every day.

Our proven approach
generates business
and creates market
impact for your brand.

expertise + category experience

Expertise

Account planning and strategy

Integrated creative

Media planning

Research + testing

Product / service / brand launch

Naming, logomark and identity

Positioning and messaging

Integrated advertising

TV, Radio, Print, OOH, Online

Shopper marketing

Consumer promotion

Device responsive web

Mobile, tablet + desktop

SEO + SEM

Social media

Trade + event marketing

Category Experience

Consumer electronics

Luxury

Jewelry

Retail

Grocery

Consumer packaged goods

Private label

Food

Baking

Tea

Equipment

Home theatre

Medical

Cable / telecommunications

Services

Not-for-profit

Technology

Education

Industry

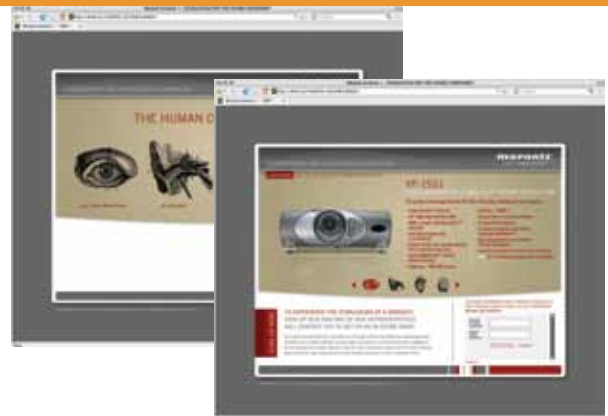
trusted brands that trust us

results



Top: Southern Breeze Sweet Tea Packaging | Bottom Left: Fujifilm Z70 Campaign, Out-of-Home | Bottom Right: Marantz Campaign Website



results



Top Left: Teekanne Product Brochure | Top Right: Samsung Consumer Product Guide | Center Left: Natural Markets Food Group Consumer Promotion



Center Right: A&P Shopper Marketing | Bottom Left: Fujifilm B2B Campaign, Direct Mail | Bottom Right: Fujifilm Brand Website



results



Top: Fujifilm 2010 Dealer Kit | Bottom Left: A&P America's Choice Campaign | Bottom Right: LifebankUSA Patient Marketing



results



Top Left: American Almond Product Packaging | Top Right: Rowenta Consumer Product Literature | Center Left: IJO Conference Brochure



Center Right: meridianEMR Direct Mail | Bottom Left: Fujifilm "REAL 3D" Out-of-Home | Bottom Right: Seton Hall Law Student Recruitment



contact

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