

**make a connection**



**COCO+CO.**<sup>SM</sup>  
The Right Message in all the Right Places

# mission

COCO+CO's mission is to help client partners *ethically* win market leadership and stakeholder respect by uniquely achieving a harmony of strategic and creative resources. Objective, experienced and audience-centered, the resulting public relations, advertising and marketing programs earn trust, respect and confidence.

## Cover

*Erin Hoefler greets visitors at COCO+CO's headquarters.*





**Above**

*Jay Coorey mans the controls at COCO+CO's state-of-the-art, in-house audio/video production studios.*

# making connections

Connecting with audiences. That's all there is to achieving your marketing and image goals. It seems simple enough, but the devil is in the details.

That's why COCO+CO. developed the successful *Connections Process* to help organizations like yours effectively sort out these unwieldy but vital details. You receive research-based planning, critical counsel and expert implementation aimed at helping you:

- Assemble a program focused solely on meeting your goals.
- Create and maintain a consistent brand identity.
- Choose the most appropriate vehicles – print, broadcast and/or online.
- Maintain zealously ethical standards.
- Craft audience-centered messages.
- Balance creativity and strategy.
- Adhere fully to regulatory guidelines without sacrificing marketing efficacy.

While most outside corporate communications firms weight some disciplines higher than others, COCO+CO. offers equal levels of expertise in each area. A Creative Board marshals in-house resources and delivers any combination of print, broadcast and on-line skills necessary to deliver the Right Message in all the Right Places.

Further, as a client partner, you will receive:

- Brand consistency across media.
- Attentive, reliable and fast service.
- An “information selling” approach that recognizes prospects will be attracted to offerings that have



been shown to meet their needs, instead of the typical “spin” approach that relies on hollow terms.

- A full-service and strategy-minded response to all requests without reverse delegation.
- One-stop execution – a key advantage of COCO+CO.'s integrated approach is the enabling of any single message update to be processed simultaneously across all media.
- A communications firm properly sized to meet your organization's needs.
- A partner who is equally committed to the community.

COCO+CO.'s fully integrated approach has delivered a full range of corporate communications services since 1991.

*There never will be a time when it will be a good idea to establish a company policy that puts profits before trust.*

Richard M.Astle



*Karen McDowell, journalist/copywriter*

# adapting to change

**D**emographic, regulatory, technological and competitive changes impact every organization. Advertising, public relations and World Wide Web strategies must also adapt to meet today's realities.

Whether your organization seeks to grow market share, attract the elusive younger consumer or contend with a newly strengthened competitor, fundamental transformation is vital. Determining a profitable product and service combination is a challenge in itself, but branding, positioning and marketing that mix requires thorough market research and careful execution.

Adding to the difficulties is the fracturing of the media. It is no longer possible, if it ever was, to reach all of your prospects by advertising in single medium. The age of mass marketing has given way to a proliferation of new media formats and distribution channels. COCO+CO. helps client partners use the best, most cost-effective mix of cable television, radio, newspaper, guerrilla marketing and/or direct mail efforts.

In some cases, it may be desirable to make a fresh start with a new identity or updated logo. While there are inherent risks, COCO+CO.'s pioneer *brand transitioning* approach helps you to retain your loyal base, while simultaneously appealing to the changing aspects of your market.

## Compliance

As early as 1914, the Federal Trade Commission (FTC) has been regulating advertisers. At first, enforcement was limited to unfair methods of competition and false advertising. Laws and regulations have grown exponentially since, covering "clear and conspicuous" disclosure of conditions, privacy, "trigger" terms, use of abbreviations, opt-out provisions and more.



Not only must marketers be concerned with the content of their messages, they must be aware of limitations placed on potential advertising vehicles. Unsolicited faxes where no business relationship exists are illegal as are telephone calls to consumers on the "Do Not Call" list. Further, great care must be taken during this age of identity theft to ensure delicate consumer information does not fall into the wrong hands while compiling direct mail lists, etc.

COCO+CO.'s Creative Board is well versed in these laws and remains cognizant of emerging bills, laws, regulations and evolving interpretations. Finally, COCO+CO. utilizes state-of-the-art encryption and other network security protocols to safeguard confidential records.

*The definition of insanity is doing the same thing over and over and expecting different results.*  
Benjamin Franklin



*Tim Coco, president and chief executive officer*

During the dozen years before founding COCO+CO., Tim Coco served both as a print and broadcast journalist and then created a corporate communications department for a major national conglomerate. He observed how institutions failed to speak with one voice. Their messages became confused when interpreted by artificially fragmented advertising, public relations, direct mail and investor relations efforts.

Coco was among the first to recognize the impact of unprecedented information sharing among diverse audiences. In his role as a national marketer, he did more than just re-assemble and integrate marketing communications; he combined all corporate communications. Customers, employees, shareholders, regulators, the media and others now heard the same messages – yet in a manner specially tailored to each.

It would take the advent of the World Wide Web nearly a decade later for Madison Avenue to embrace the new model.

Upon founding COCO+CO. in 1991, he put this creatively and strategically balanced, zealously ethical and audience-centered “Connections Process” to work for client partners. This field-proven approach has helped dozens of institutions meet even the most challenging objectives.

Coco’s career began as a journalist in 1978. His experience in this area includes on-air broadcasting and reporting and editing for dailies owned by Scripps League Newspapers, San Mateo, Calif., and Ottaway Newspapers, Inc., Campbell, Hall, N.Y.

Coco holds a Bachelor of Science Degree in



Management from Lesley University.

COCO+CO. Creative Board members are experienced strategy consultants, journalists, copywriters, graphic designers and interactive/multi-media developers.

“It takes one to know one” best describes individual team members. Graphic designers, for example, come from the printing and publishing industries and know how to ensure materials conform to postal regulations and are free from technical difficulties that cause production delays. Seasoned reporters and editors comprise COCO+CO.’s writing team and not only call on a lifetime of contacts, but know what the news media accepts. Interactive developers were streaming audio and video and building advanced Web sites before most families even had Internet access.

*Wherever you see a successful business, someone once made a courageous decision.*  
Peter F. Drucker



*Kathy Sciacca, strategy consultant*

# resolution of principles

**Whereas**, Achievement of Client Partners' goals is the only true measure of success, and

**Whereas**, Audience-centered messages are essential to satisfy targets' natural "What's in it for me?" questions, and

**Whereas**, Development and repetition of a consistent "look and feel" has been shown to deliver best results, and

**Whereas**, Audiences today rely on many different media – print, broadcast and online, and

**Whereas**, Confidence in programs requires objectivity.

**Now Therefore**, COCO+CO. resolves to focus solely on client partner goals and deliver the proper balance of creativity and strategy, craft audience-centered messages, provide brand consistency across media and earn trust by maintaining zealously ethical standards.

**Member**

American Bankers Association Marketing Network  
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