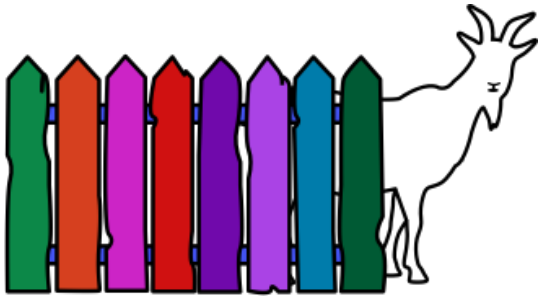


Building brands and driving demand

We know that building a strong brand and generating demand are inextricably linked. That's why we offer our clients a truly integrated approach. One set of objectives. A consistent customer experience across touchpoints. Message coherence. Brand stories that drive sales. And demand pieces that build your brand. All fueled by customer insights that others have missed. **Yes, you can have it all.**



STRATEGY

Turn meaningful insights into business opportunities by developing distinctive brand platforms and strategies.

CREATIVE & CONTENT

Create and deliver compelling brand stories, campaigns, and content across all channels and touchpoints.

COMMUNICATIONS

Connect brands to audiences through earned and social media, influencer marketing, events and activations.

DIGITAL

Initiate and execute CX/UX strategies across website and mobile, leveraging real-time data for personalized customer experiences.

PRODUCTION SERVICES

Bring brands to life through end-to-end production of photography, videography, and advanced techniques.

MEDIA PLANNING/ACTIVATION

Develop and optimize omni-channel media strategies, ensuring effective investment, partnerships, transparency, and data privacy.

ACCOUNT SERVICE

Foster strategic partnerships with clients and be a conductor of agency expertise, driving meaningful business results.

CRONIN

Full-service marketing and advertising agency, independently owned **since 1948**.

~50 employees making us right-sized, tight-knit and nimble.

Global reach: Member of AMIN, an alliance of over 50 independent marketing agencies in 28 countries.

Broad cross-category experience including Health, Financial Services, CPG, Fashion & Beauty, QSR, High Tech, Manufacturing, and Government.



OWNERS

Fred Hutch
Cancer Center



BEST LIFE BRANDS

Modern Woodmen
FRATERNAL FINANCIAL

Connecticut
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TRAVELERS

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CONNECTICUT

DURACELL

Spectrum
ENTERPRISE

Health Care
Advocates
INTERNATIONAL



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