



TRUTH WINS

Cronin is a digitally driven, results-focused marketing agency that's propelled by technology, steeped in creativity and rooted in truth. We'll put your brand's truth to work by helping you speak true with compelling content, aim true through highly targeted connections and measure true with analytics that track, assess and optimize.



- 73** YEARS IN BUSINESS
- 75** EMPLOYEES
- No.1** AGENCY IN CONNECTICUT
- 3** YEARS TOP WORKPLACE
- \$88** MILLION IN AGENCY BILLINGS



CAPABILITIES

STRATEGY

Brand strategy & consultation
Omni-channel planning
Attribution modeling

CREATIVE & CONTENT

Broadcast, digital, print & OOH
Video, animation & photography
Direct mail & collateral

TECHNOLOGY & INNOVATION

Websites & applications
Marketing automation
AI & Machine Learning

MEDIA & ANALYTICS

Media planning, buying & optimization
Search marketing
(Premier Google Partner)
Direct response marketing

ENGAGEMENT & INFLUENCE

Social media
Public relations
Promotions

EXPERIENCE STRATEGY

CX & UX strategy
Journey mapping
Experience design

CURRENT CLIENTS

CLIENT FOCUS: FINANCIAL, HEALTHCARE & CONSUMER PRODUCTS/SERVICES



Contact

50 Nye Road
Glastonbury, CT 06033

Jeff Mard
jnard@cronin-co.com
203.451.2761

cronin-co.com