

# Cinco

## Typo Strategy

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### History:

Toward the beginning of the millennium, we noticed an inflection point in the ways brands were speaking to their audiences. With the proliferation of online video content, brands were no longer limited to communicating through 30 second TV spots. With the emergence of new video-sharing platforms, we saw a shift from video content being a necessity for brands, rather than a luxury.

We began to notice brands wanting to take the opportunity to have a deeper connection with their audiences. Video content gave brands the ability to tell deeper stories about why they exist, and why people should care. This began changing the way audiences followed brands, and we were ready to tackle the challenge.

Cinco was created as an answer to the question of how brands could put forward excellent content. Agencies weren't catching up with the needs of brands and content creation which is where Cinco uniquely filled in the gap. With years of non-fiction television production, it was an easy transition from networks to brands and **"marketing as entertainment."** Now we see how brands are creating culture and selling experiences. We create authentic experiences for the sake of entertainment to enable brands to connect with their audiences in unique, personal ways.

### Mission Statement:

We use **"marketing as entertainment"** to connect brands with their audiences.

### Our Process:

Working with Cinco ensures a process that facilitates a straightforward, transparent, and explorative method that brings forth the best solutions.

Our four steps are this simple.

1. Understand your core
2. Strategically defining your direction
3. Explore new solutions
4. Implement

### Our Services:

- Content conception, development, and execution
- Photo production
- Video production
- Copy
- Graphics

# Brand Pillars:

Purpose:

**What:**

Connecting brands to their audiences through content that's more unique and personal.

**How:**

The Cinco team tells stories in three acts, just like you learned in English class; a beginning, middle and end.

**Why:**

We make content for people, not algorithms.

Cinco: Connecting brands to their audiences through content that's more unique and personal. We tell stories in three acts, just like you learned in English class, because we make content for people, not algorithms.

Perception:

**Our Sound:** *How do we come across in written and spoken communication?*

1. Clever
2. Approachable
3. Transparent

**Real Life Persona:**

**Tom Hanks:**

An assuring figure who's dependable, reliable, clever, and makes you laugh. When decisions are scary, he's assuring and makes you feel good about stepping into something new.

**Look + Feel:** *What do we communicate visually and in person?*

1. Versatility
2. Familiarity
3. Experience

Identity:

**Characteristics**

- Masculine or Feminine
- Elegant
- Colorful
- Conservative or Extravagant
- Approachable
- Necessary
- Fun
- Professional

- Modern
- Elegant

### **Personality**

As a person, the brand would be a 35-year-old, upper-middle-class man. He would be seen at cool coffee shops or Starbucks, an ABBA revival concert, and could be just as happy exploring his local area as he would be seeing another part of the world. He would drive a practical electric vehicle and would have the spirit animal of an octopus.

- Trustworthy
- Seeks connection
- Joyful
- Comforting
- Full of Wonder
- Exciting
- Confident
- Seeks value

Values:

### **Key Values:**

- Partnership
- Innovation
- Quality
- Inspiration
- Creativity

### **Value Proposition Statement:**

Connecting with your audience through entertainment.

Brand Experience:

Promised Experience: **Transparency**

Our clients know to expect clear communication without all the industry jargon that can be intimidating and hard to understand. We help clients make sense of our methods by eliminating friction through education. This results in an open dialogue, leading to better results.

## Core Differentiators (Client Facing)

1. We make content for people, not algorithms.
  - a. Algorithms only make money for platforms, not marketers. We believe in content that's relevant to your audience rather than creating content just to stay relevant with an algorithm.
2. We take time to listen and ask the kinds of questions that put brands back in control of their narrative and mission.
  - a. As professionals in the content production arena, we have decades of experience working with teams and putting our minds together to find the best solutions.
3. We're platform agnostic. We're not stuck to any niche, client, genre, or category.
  - a. We are able to adapt to different kinds of projects because we stick to the narrative that drives messaging.
4. Cinco offers the intimacy of a small team with the impact of a large team driving better partnership to ensure the success of your business.
  - a. We've been in the game for a while... We love tapping into our vast network of talented people we've built relationships with. Different projects require different approaches, and at Cinco, we bring the best fits to the table.
5. We've been strong narrative storytellers ever since we were kids.
  - a. It all started as a brother/sister duo making stop motion lego movies which has led to creating thousands of hours of content for brands. We know how to tell a story in a way that bolsters the imagination.
6. We eliminate friction through education and give teams the tools they need to continue pushing their brand forward.
  - a. We invite our clients into the *why* behind our decisions to bring greater clarity and value to our process and create excellent content. We take the intimidation factor out of our process to allow for greater collaboration that results in the best outcome.

## Brand Archetype:

### The Creator:

- Motto: "If you can imagine it, it can be done"
- Core Desire: to create things of enduring value
- Goal: to realize a vision
- Strategy: develop artistic control and skill
- Talent: creativity and imagination
- Also known as: the artist, inventor, innovator, dreamer

## Voice + Tone:

At Cinco, we speak in a way that seeks understanding and pushes the boundaries for better collaboration and transparency with our clients. Our language is a mix of curiosity and cleverness bringing clarity to our clients while delivering solutions that are poignant and unexpected.

### Positioning / About

At Cinco, we use “**marketing as entertainment**” to connect brands with their customers.

It all started as a brother/sister duo making stop motion lego movies which has led to creating thousands of hours of content for brands. We know how to tell a story in a way that bolsters the imagination. We believe in content that’s relevant to your mission, and take time to listen and ask the kinds of questions that put brands back in control of their narrative.

Tag line:

Connection through entertainment.

### Headline Bank

- Delivering a new kind of engagement
- Telling Better Stories
- Stories that create a connection
- We use “**marketing as entertainment**” to connect brands with their customers.
- Telling stories that bolster the imagination.
- We entertain audiences, not algorithms.