



COHN  
BRAND  
MARKETING  
DIGITAL  
PR/SOCIAL

# Introducing COHN: A State Pricing Agreement Marketing Services Agency.

BRAND - MARKETING - DIGITAL - PUBLIC RELATIONS - SOCIAL



[cohnmarketing.com](http://cohnmarketing.com)

# Get to know COHN.

We are a relationship-driven organization, inside and out. We value meaningful partnerships that last for years, not months, so we prioritize transparency and openness as a strategy to form those long-lasting relationships across the business.

A lot of agencies talk this way, but few companies have operationalized internal culture and core values like COHN has.

## REASONS TO COUNT ON US

- Strategic & Collaborative
- Eye-Catching Designs & Campaigns
- Digital Prowess & ROI
- Amplified Stories with Content/PR
- 100% Committed to Your Mission

## OUR VALUES

- Genuine
- Intellectual Curiosity
- Solution Oriented
- Flexible & Open to Change
- Dedication



cohnmarketing.com



*"We believe that even the best ideas will fail without a rock-solid relationship between the client and agency."*

*- Jeff Cohn, Founder & CEO*

# Connecting people, projects, and possibilities across Colorado.

Colorado has changed considerably in our history, and COHN has been fortunate in helping shape its past, present, and future. We have significant experience working in transportation and transit-oriented development, and with statewide infrastructure challenges. Coordinating stakeholders is also nothing new for us. We have worked with multiple public-private partnerships and government entities and we understand the importance of coordinating both logistics and vision among various groups.

CLIENT EXPERIENCE



# No matter the need, we have you covered.

We have been a full-service agency since we opened our doors in 2000, meaning we have 25 years of experience in all of the key areas of marketing and communications.

## STRATEGY

- Data analysis
- Insights
- Persona mapping
- Competitive analysis
- Planning
- Messaging themes
- Activation strategies
- Multicultural
- Optimization

## CREATIVE & PRODUCTION

- Art direction
- Copywriting
- Video
- Digital
- Print
- Style guides
- Website design
- Logo design
- Graphics
- Animations

## ACCOUNT SERVICE

- Account coordination
- Status meetings
- Invoicing
- Reporting
- Partner management
- Account strategy
- Budget management
- Project management

## PUBLIC RELATIONS

- Media relations
- Community relations
- Contributed content
- Speaking placements
- Award submissions
- Thought leadership
- Internal communications
- Events
- Podcast development

## BRAND

- Brand strategy
- Brand architecture
- Brand expression
- Corporate identity

## MEDIA

- Broadcast
- Print
- Out-of-home
- Digital
- Radio/audio
- Reporting
- Optimization

## RESEARCH

- Attitudinal
- Focus groups
- Ethnographic
- Surveys
- Indexing
- In-depth interviews

## CONTENT & SOCIAL

- SEO
- Social media content
- Email
- Blogs
- Contributed content
- Messaging
- Website content
- Influencer management

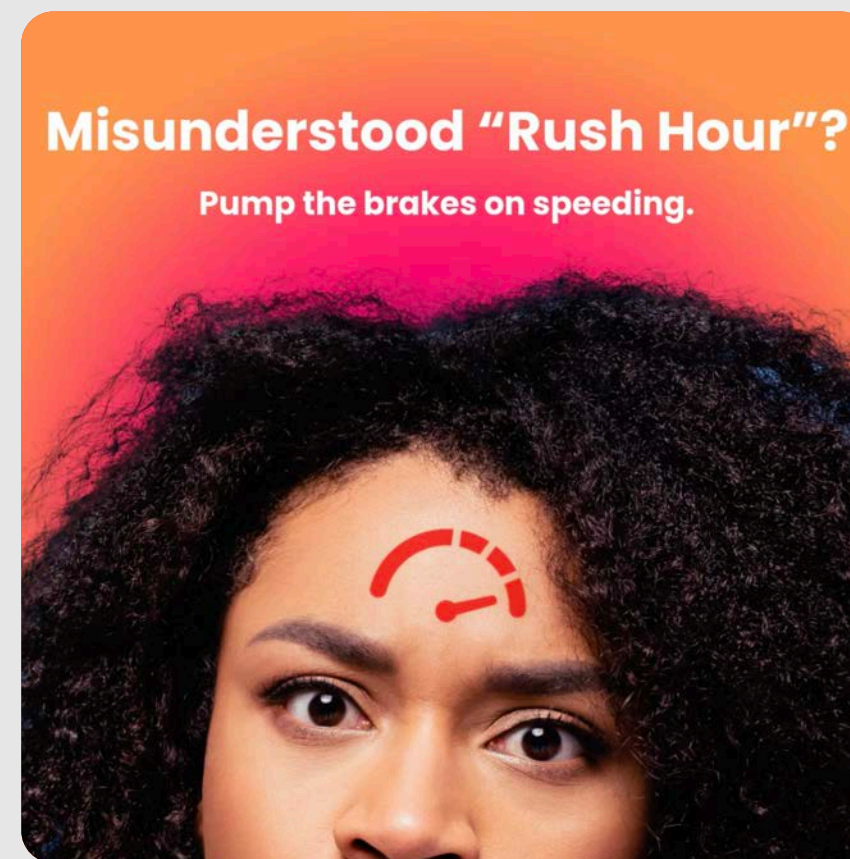
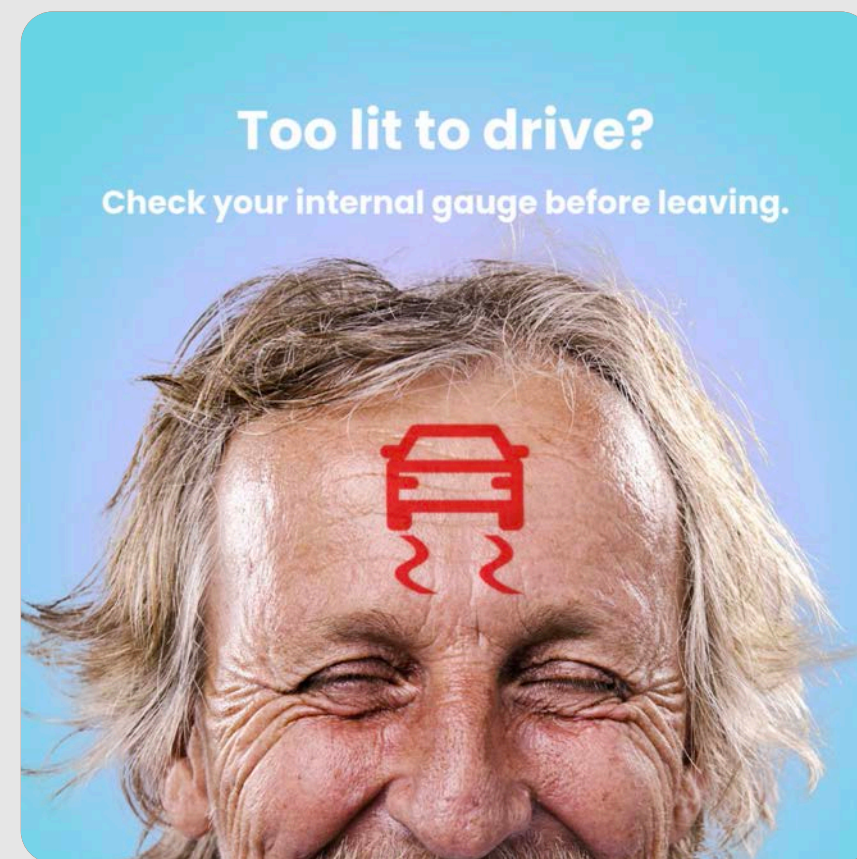
## DIGITAL

- Website development (WordPress)
- SEO (site launch/foundational)
- Lead generation
- Website management
- User experience

*“Working with COHN was such a fulfilling experience; they are a fantastic partner! Not only did they meet my expectations, they exceeded them. From consumer research to insights to campaign concepting, COHN knocked it out of the park!”*

- Blair Nelson, Director of Marketing and Brand, 9NEWS



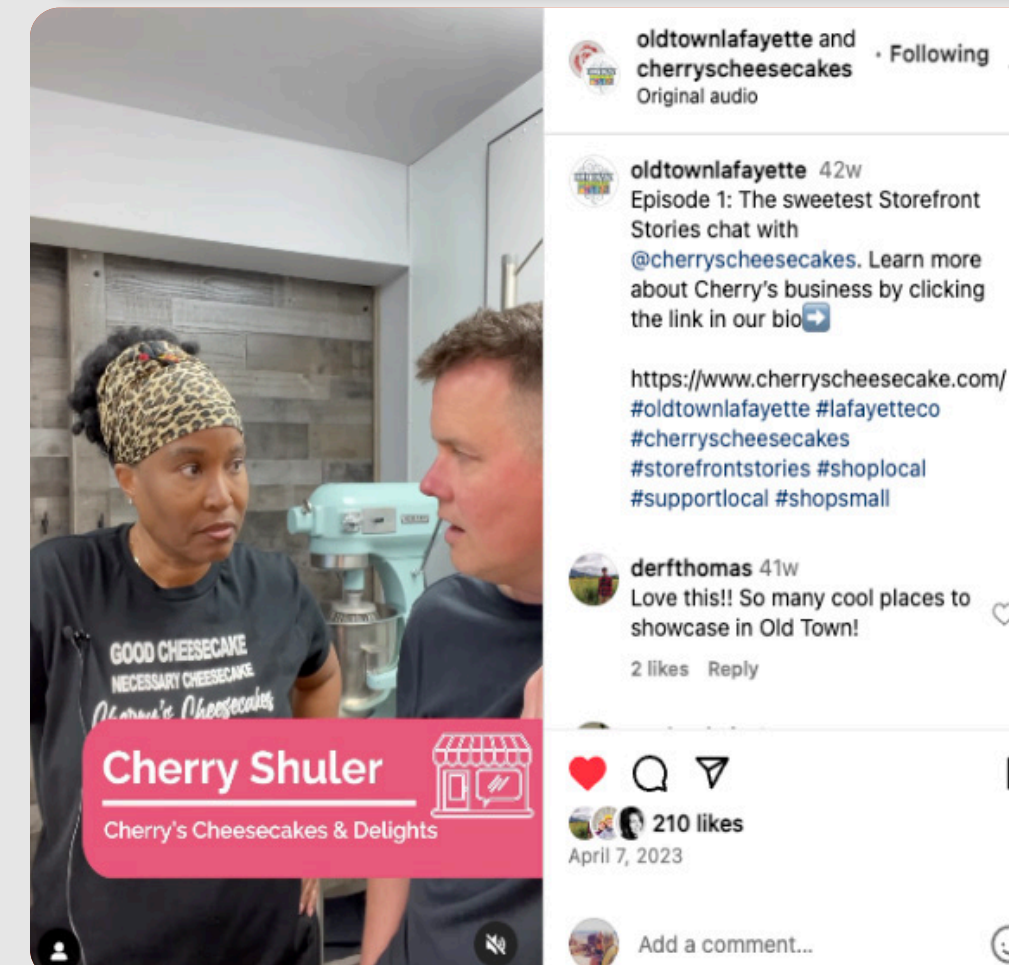
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TRINIDAD

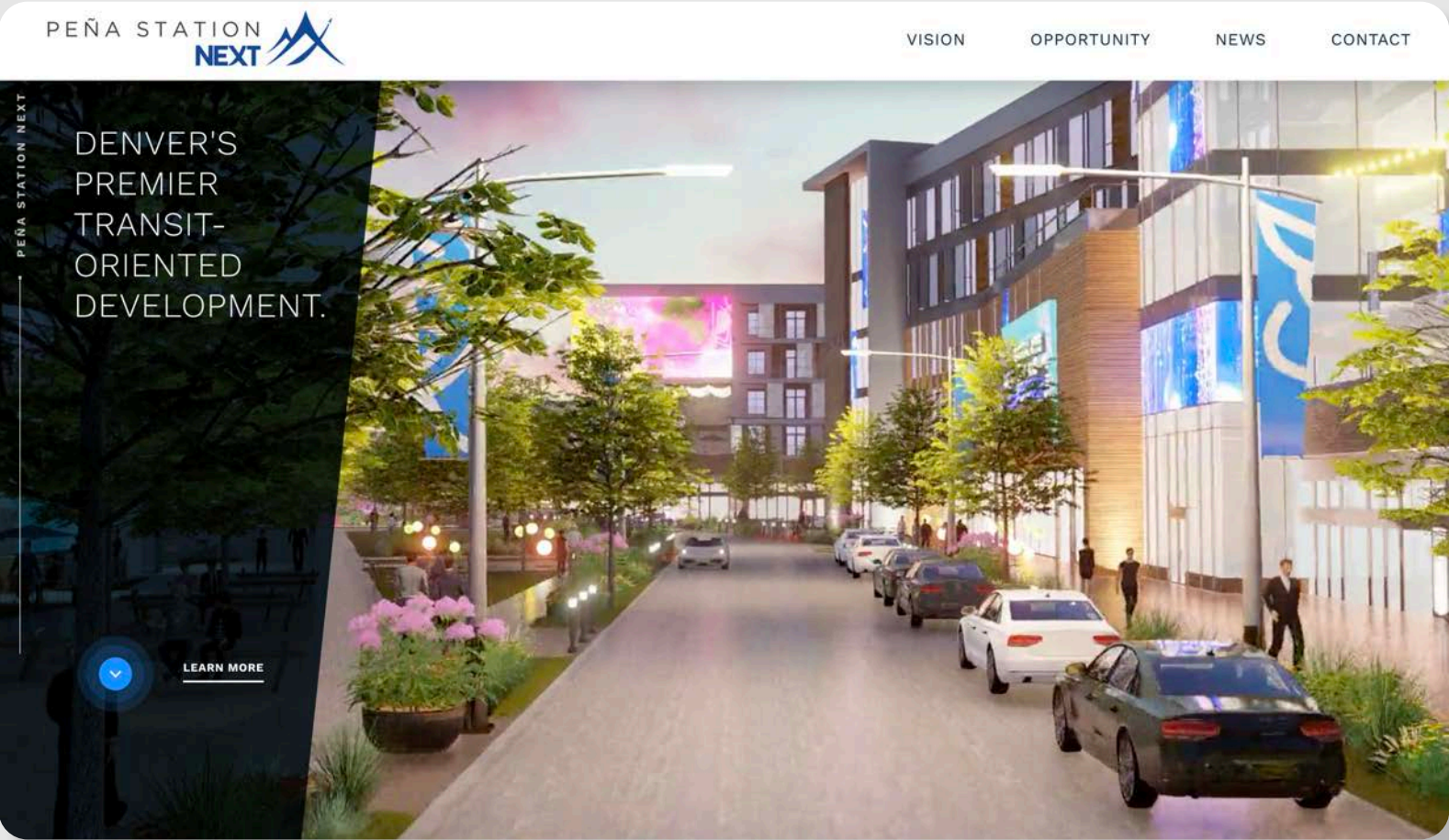
*Visitors Guide*

VisitTrinidadColorado.com

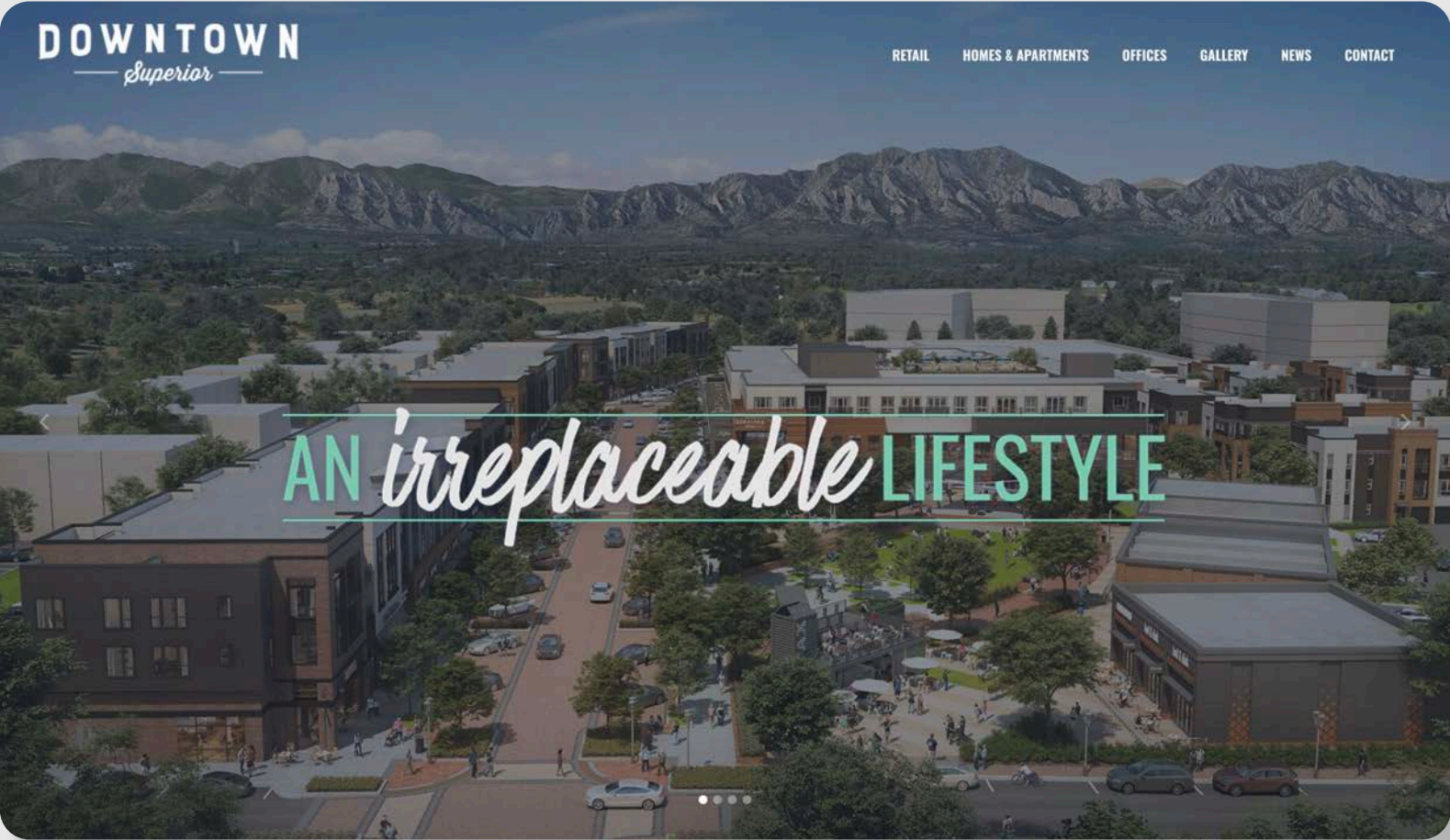
TRINIDAD  
COLORADO



Old Town Lafayette - various campaigns - social, digital, print, guerrilla out-of-home



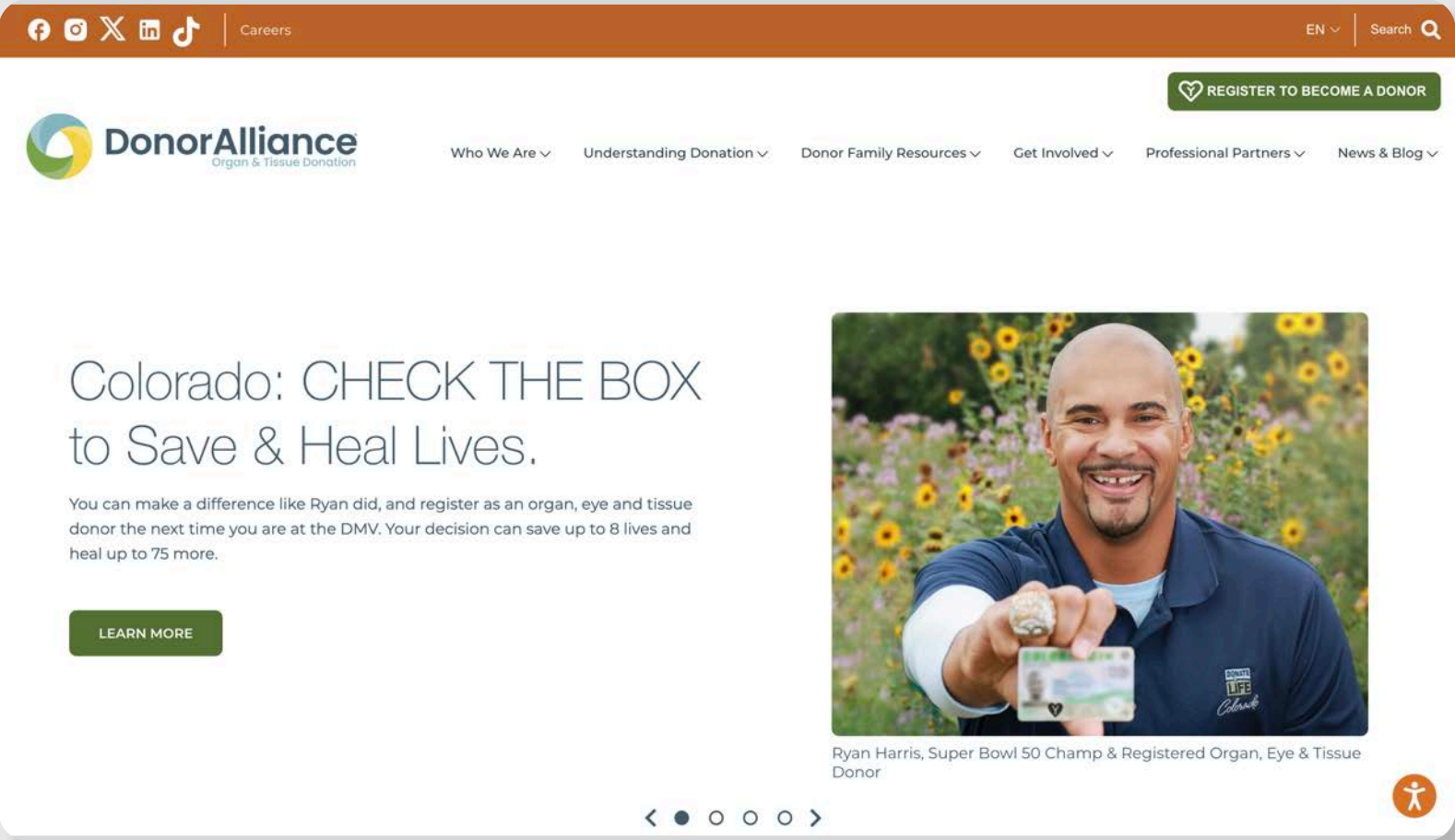
[Peña Station NEXT - website](#)



[Downtown Superior - website](#)



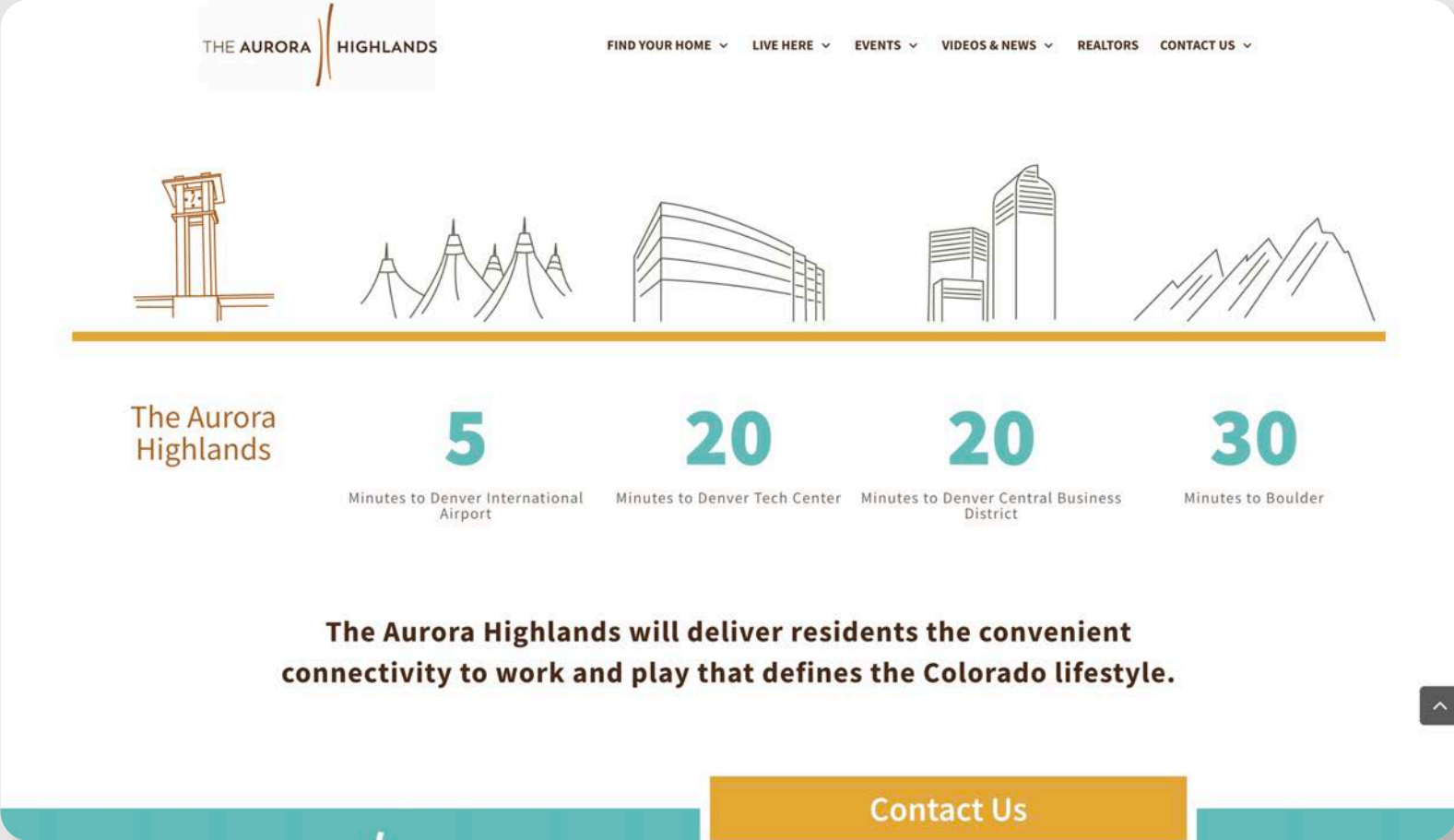
[Old Town Lafayette - website](#)



[Donor Alliance - website](#)



[Visit Black Hawk - website](#)



[The Aurora Highlands - website](#)



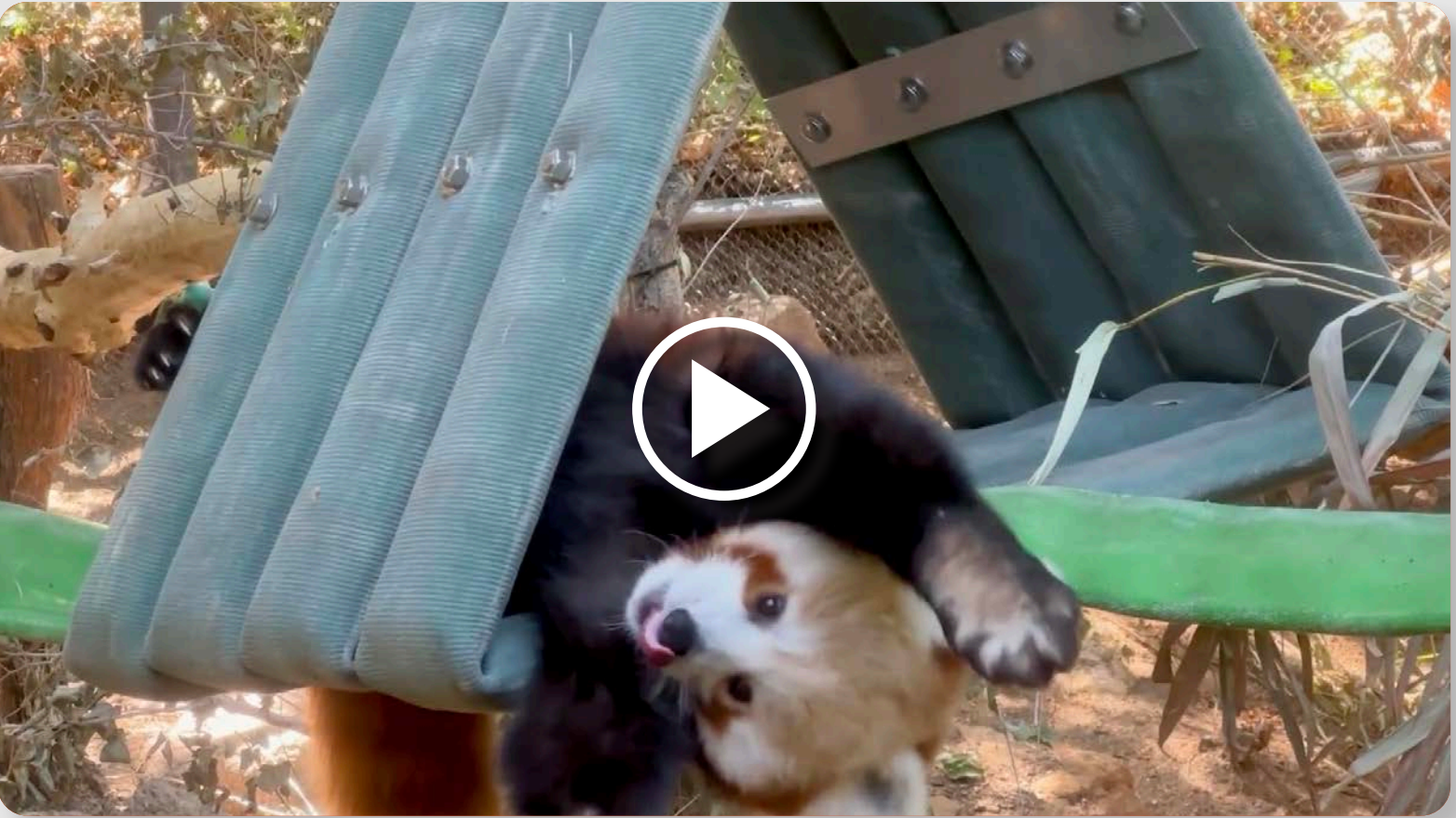
City of Aurora - transit-oriented development - logo, booth, website



[View media here](#)



DRCOG - Go-tober campaign



[View media here](#)

Cheyenne Mountain Zoo - construction campaign

Visit [COHNmarketing.com](https://COHNmarketing.com) for more samples

# It's nice to meet you.



**Jeff**  
*COHN* | Founder & CEO



**Chris**  
*THOMAS* | Creative Director



**Debbie**  
*BERSCHLING* | Senior Account Director



**Caty**  
*CARRICO* | Communications Director



**Justin**  
*KUTNER* | Digital Strategist



**Ali**  
*LEGO* | Chief Operating Officer



**Ana**  
*CAROLINA TREVIÑO* | Multicultural Consultation Partner



**Gabriel**  
*TARIN* | Art Director



**Hector**  
*CORTES* | Digital Marketing & Media Manager



**Chad**  
*HAPERSBECK* | Marketing Strategist





**All of us at COHN are ready to assist Colorado's State Agencies with your marketing, advertising, digital, PR and content needs.**

Please let us know how we can help your agency under the terms of the State Pricing Agreement.

Thank you!

**Jeff Cohn**

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