



Who We Are

Propac is a one-stop creative solutions agency dedicated to the success of our clients.

What We Do

Propac has been developing high-quality shopper marketing programs for more than 25 years. Now our diverse team of specialists are committed to delivering innovative solutions for all our clients' marketing challenges. From innovation and activation to campaign integration and much more, our capabilities continue to grow every day.

Shopper Marketing

From pre-shop through post-shop, we develop and execute national and retail-specific ideas targeting shoppers at every stage of the shopping process.

- National & Local Programs*
- National & Local Promotions*
- Displays & POS*
- Branding*
- Strategic Planning*
- Creative Development*
- Packaging*
- Multi-brand Concepts*
- Media*

Digital

At Propac, we know how to recognize big ideas and deliver executions through a variety of mediums to deliver a strong consistent message for your brand.

- In-store Innovation*
- Websites*
- Digital, Social, Mobile*
- E-Commerce*
- Enhanced Content & SEO Support*
- SEO*
- Text-2-Wins*
- Digital Production*
- Media*

Activation & Experiential

From big stunts to intimate events and everything in between—we create experiences that engage customers and grow relationships.

- Warehouse*
- Kitting & Fulfillment*
- Large Format Printing*
- Sampling*
- Retailtainment*
- Video Production: Filming, Editing, Animation, Sound, SFX*
- Mobile Tours*
- Contest, Sweeps, Loyalty*

360° Operations

Our team is ready to take an initial insight to concept to complete execution. With capabilities beyond the standard agency, Propac is your one-stop shop for creative solutions.

- Shopper Marketing & Promotions*
- Strategy*
- Media*
- Digital Production*
- Meetings*
- Events*
- Partners & Sponsorships*
- Category/aisle Reinvention*
- Content Marketing*

Smart Shopper Network™

- 120+ national members
- Proprietary in-house resource
- Pre-qualified shoppers
- Highly involved with key categories and retailers
- Creative and emergent mindset
- Provides specific insight within hours/days
- Online, mobile, social
- All from shopper's directive and perspective

What Smart Shopper Network™ Solves For:

- ✓ Speed of the business
- ✓ Realities of budgets
- ✓ Ability to quickly scale
- ✓ Ability to customize
- ✓ Single or multiple topic focus

Current Clients

- Frito-Lay*
- Pepsi*
- Walmart*
- Quaker*
- TCU*
- Ruby Tuesday*
- Johnson & Johnson*
- Interstate Batteries*

Category Experience

- Food & Snacks*
- Quick Service Restaurants*
- Casual Dining*
- Health & Beauty*
- Financial Services*
- Natural / Organic*
- Spirits & Beverages*
- Electronics*
- Automotive*
- Non-profit*
- Sports & Recreation*
- Entertainment*

Our Values

A reliable team in creative and strategic marketing.
 Driven to provide fast, innovative, cost effective solutions.
 A company that is a partner to clients.
 A company that saves the day by working hard for our clients.

Contact

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