

Resolution of Principles

- Whereas,* Achievement of client partners' goals is the only true measure of success, and
- Whereas,* Audience-centered messages are essential to satisfy targets' natural "What's in it for me?" questions, and
- Whereas,* Development and repetition of a consistent "look and feel" has been shown to deliver best results, and
- Whereas,* Audiences today rely on many different media – print, broadcast and online, and
- Whereas,* Confidence in programs requires objectivity,
- Now Therefore,* COCO+CO. resolves to focus solely on client partner goals and deliver the proper balance of creativity and strategy, craft audience-centered messages, provide brand consistency across media and earn trust by maintaining zealously ethical standards.

COCO+CO.
The Right Message in all the Right Places