

MDG ADVERTISING TO REBRAND NON-PROFIT LEADAMERICA



Good Works in Progress

MDG Advertising has been selected by [LeadAmerica](#), a youth leadership organization, to rebrand the company. LeadAmerica professes that their mission is to "transform our world's next generation of leaders by educating, inspiring and instilling in them ethical and principled leadership values, attitudes and skills." The organization has almost 20 years of experience molding middle and high school aged students into future leaders. Much of the program is to offer students a look at college life and to help them choose the right school for what they love to do. MDG Advertising operates in Florida and New York and markets itself as "creative advertising without the clutter." Much of their work is focused on Florida-based industries including hospitality and recreation. They have a wide variety of clients including the [Florida Marlins](#) baseball team, [Lynn University](#), and [Cool Kids Learn](#), a similar non-profit organization to LeadAmerica. The president and creative director of MDG Advertising, Michael Del Gigante, is excited about working with the organization, "LeadAmerica gives students an advantage in the very competitive college selection process. Not only can students receive college credits, they also experience campus life and explore potential career paths. Our goal is to make sure the creative is targeted to three distinct audiences: guidance professionals, students and parents."

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