



## Graphic Design USA honors MTG Creative Group

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Megan Grand

New York, NY MTG Creative Group, a New York City-based design, marketing, and branding firm has won three awards from Graphic Design USA, one of the design industry's most influential publications for six decades. The winning designs were announced at the 58th Annual Graphic Design Awards ceremony.

"We are humbled and thrilled to be honored by this auspicious media organization," said Megan Grand, CEO, MTG Creative Group, LLC. "We pride ourselves on innovation and an unerring ability

to produce powerful solutions for our clients and this is a significant acknowledgement of our commitment to creativity and immersive marketing.”

The three categories and campaigns for which MTG Creative Group was awarded, are:

Digital Design for the Newport Tower Leasing website - Client: BentallGreenOak and Cushman & Wakefield.

Ad Campaigns for Bargold Storage Systems - Client: Bargold Storage Systems

Branding + Identity Programs Princeton Point Campus Brand & Identity - Client: Nuveen and Cushman & Wakefield

The Newport Tower Leasing website, which is part of a larger leasing and marketing program, has been credited to helping lease over 60,000 s/f of Class A office space to date, with more deals pending. MTG Creative Group also won two American Design Awards in 2020 for the ON3 3D Animated Fly Through Video and ON3 Instagram campaign, as part of a leasing program with Prism Capital Partners and Cushman & Wakefield for the 116-acre ON3 mixed-use life science campus in Nutley/Clifton, NJ. At the advent of the pandemic, that marketing campaign was instrumental in the leasing of a 300,000 s/f Class A office building at 200 Metro Blvd.

Grand said, “How we communicate with audiences is constantly evolving. Our commercial leasing campaigns not only target CEOs and decision makers but are also designed to appeal to employees for this universal transition back to the office.”

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