



## Who's Who in Advertising, Marketing & PR Firms - MTG Creative Group LLC

June 14, 2022 - Spotlights



Company Name: MTG Creative Group LLC

Founder: Marilyn Miller

Leadership: Megan Grand

Year Founded: 1987 (founded as Marketing Thru Graphics)

Total # Employees: 6

Services Provided: Branding, Positioning Strategy, Digital Marketing, Creative Advertising Campaigns, Websites, Environmental Graphics, Social Media Marketing

If your firm had a “secret sauce”, what would the base be and why?

Clearly define and know your audience and what interests them. Find a way to creatively connect directly with target audiences through messaging that will resonate with them.

In the last 12 months:

What recognition, honors or awards has your firm received?

2021-2022 American Graphic Design Awards:

Digital Marketing 650 Fifth Avenue Instagram Campaign for Cushman & Wakefield  
Digital Design Newport Tower Leasing website for BentallGreenOak and Cushman & Wakefield  
Advertising Campaign for Bargold Storage Systems  
Branding + Identity Princeton Point Campus for Nuveen

What project or campaign are you most proud of and why?

The ON3 mixed-use life science campus marketing campaign. We developed an engaging website, social media campaign, and 3D animated video as part of a leasing program with Prism Capital Partners that resulted in the lease of a 300,000 s/f office building in the middle of the pandemic.

Which marketing trends have been most successful for your clients?

Social media marketing. We not only target CEOs and decision makers but also connect with employees, to get their buy-in to return to the office by creating unique engaging content. It is an invaluable tool for connecting with potential tenants and their workforce.

Pro Tips:

With an increased need for digital marketing and PR to connect to a brand’s overall marketing plan, what are some trends that are yielding a greater ROI for your clients?

A strong, consistent online presence across all communications that accurately represents your brand, digital advertising to drive traffic to the website and targeted campaigns on social media.

With the opportunities to build trust through face-to-face contact being replaced by virtual first impressions, what can firms do to ensure that their brand identity is strong and cohesive online?

Have a website that accurately represents your brand, corporate culture and successful track record and a strong LinkedIn profile. Generally, the first step people will take to learn more about a company is through a Google or LinkedIn search. This, in many cases, will serve as your first impression.