





You may not know us.
But you probably know of our firsts.
Before us...

Häagen-Dazs
was something that nobody could spell, pronounce or care less about.

Parmalat, Pomì, Colavita, DeCecco and Molinari
could have been romantic Italian vacation destinations or bad words.

The thought of milk that stays fresh for months without refrigeration in aseptic packaging was gross and scary. Not anymore.

Alpine Lace
was just a curd of an idea in a cheese broker's brain.

Today they are iconic brands in the marketplace.



Who is MgM

We are brand architects...

A full-service marketing communications company which provides advertising and **go-to-market services** aimed at enhancing your distribution in the US first as well as your sales and access to the right consumer.

MGM helps you establish your brand in the US market from the ground up, from brand auditing to identifying the right positioning, to the the presentation, to its successful introduction.

Go to Market:

Product discovery platforms
Relationships with brokers and distributors

Advertising:

B2B
Direct to Consumer

Who is MgM



Yes, you can say that we specialize in positioning new brands or successfully pivoting old and tired ones, however...

In some cases we helped introduced brand new categories: Aseptic packaging for Tomatoes (Pomì), Long Life Milk (Parmalat), Extra Virgin Olive Oil (Colavita), Low-fat Cheese (Alpine Lace), Super Premium Ice Cream (Haagen Dazs).

Today, we continue our mission by introducing new technology and proprietary platforms. We are passionate hard-working professionals, who go to any length to help you and your company achieve your goals.



At MgM Gold Communications we don't use the hype of the latest buzz-words to impress clients. We let our work and its results do that.

We have great awards on the walls, but the most satisfying ones are the growth and success of our clients.

And we win those awards every day.

Some of Our Firsts



We are proud of our many firsts. Besides positioning and introducing new products and brands, even new categories, we produced many firsts with our creative executions:

Molinari Sambuca:

We used (for the first time ever) a foreign language (Italian), to state the “brand heritage and leadership” in Italy. The message was directed to affluent Americans as well as Italian-Americans.



Parmalat Milk:

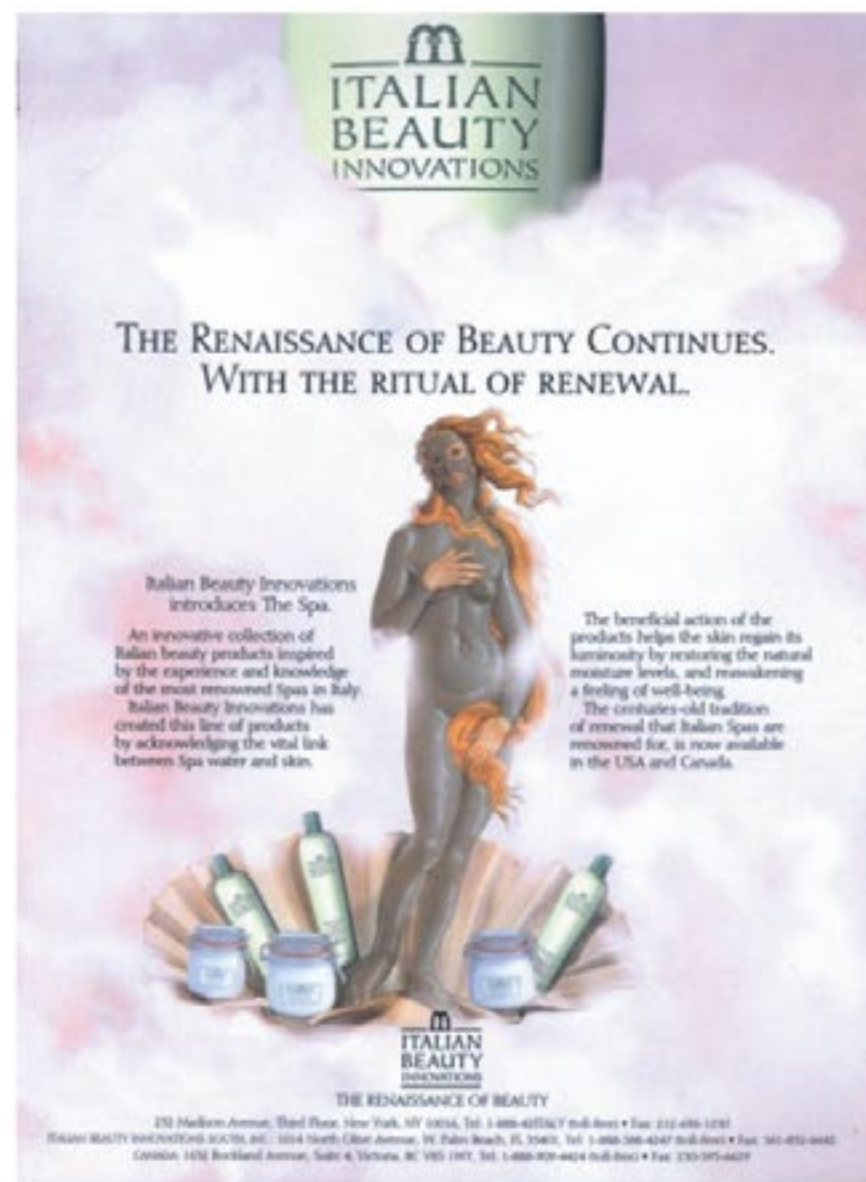
We used the most celebrated tenor in the world, Luciano Pavarotti, in concert in Central Park (New York), to introduce this new brand of milk in an obscure packaging. The two hour concert, through some special shooting and editing, showed the Parmalat logo next to or behind Pavarotti for an hour and forty two minutes, making it the longest commercial in history to be broadcasted worldwide.

Some of Our Firsts



Pomì:

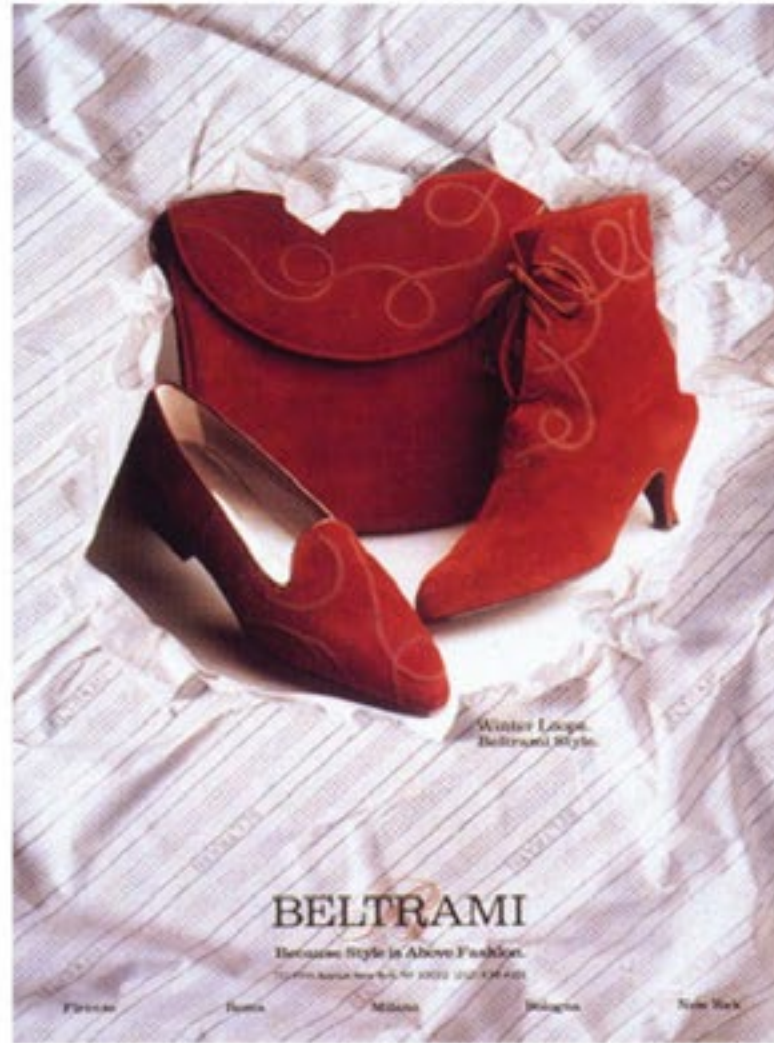
“First came the tomato” were the words that started a Tomato Revolution, making Pomì the gold standard for fresh-tasting packaged tomatoes.



Italian Beauty Innovations:

We used Botticelli’s Venus to celebrate the “Renaissance of Beauty” instead of the usual drop-dead gorgeous model that nobody identifies with... We used some creative marketing tools to make this brand the hottest line of beauty products among professional beauticians.

Some of Our Firsts



Beltrami:

We were the first to talk about the shoes using language that related to the media we were running the ads...in order to reach the audience we were targeting. We then visually branded the page in a relevant and exciting way instead of just using the logo.

Our effort paid great dividends with sales.



il Prosecco:

The crown stoppers used for premium beers can damage the image of the first premium quality Italian sparkling wine imported from Italy, right? Wrong.

We used the first “unorthodox” crown stopper to make the “il prosecco” a young fun product that can be enjoyed anytime, especially in “unstuffy” situations.

American Know-How, European Passion



After two decades of developing advertising campaigns in Milan, London and New York, Mario G. Messina opened his own agency, which specialized in helping European companies enter the American market.

Subsequently, he joined forces with long-time friend and creative icon Ron Gold, creating a unique blend of well-versed experiences and passion for the business.

Today, MgM Gold Communications represents major international and American clients in the United States.

Under Mario's direction the agency reaches sophisticated audiences with unique campaigns and creative programs that capture European passion, style, taste, and a shared belief...

"Every brand has a soul."

We are Brand Architects



We are the quintessential brand architects — a creative full-service communications company with in-depth experience in a wide variety of industries. Due to the dramatic results we have achieved for our clients and our personal involvement, we have established many successful long-standing relationships...some lasting more than 25 years.

We have been instrumental in the creation of initial marketing positioning and programs to launch brands that have become trusted household names such as:

DeCecco Pasta, Italian Beauty Innovations, Cavit Wines, Molinari Sambuca, Alpine Lace Cheeses, Garofalo Pasta, Yamaha Silent Pianos... and many more.

Brand Architecture

The Soul of a Brand

- Can not be easily duplicated or preempted
- Acts as a guide or compass
- Determines brand behavior in all disciplines of the marketing mix



What We Offer



360° Creativity

Outstanding brand architecture requires outstanding creativity. Creativity at 360° and the belief that every company, product and service is not the same; and to succeed they require tailor-made creative solutions and services.

We offer an extensive menu of services. Even though some of them sound traditional, in reality they are executed in a non-traditional way.

In a creative way.

Brand Outreach



Successful branding begins with effective and efficient **Social Outreach**:

- Guerrilla Outreach
- Promotional Outreach
- Print Outreach
- Broadcast Outreach
- Social Media Outreach
- Out-of-Home Outreach

Our Services



STRATEGIC CONSULTING:

- Where to focus for growth strategies
- Planning

DIAGNOSTIC STRATEGIC RESEARCH:

- Quantitative and qualitative
- Online research

GO TO MARKET SERVICES:

- We can introduce you to innovative commercial platforms and possible commercial partners, and recommend the best one to introduce and/or expand your distribution in the US.

MEDIA:

- Strategy
- Planning
- Buy for all media
- Post campaign analysis

CREATIVE:

- Corporate identity design
- Packaging design
- Print ads
- Film, videos (content and execution)
- Digital content and design
- Web development
- Outdoors
- Direct mail
- Point of sale

SOCIAL OUTREACH:

- Social media outreach
- Broadcast outreach
- Print outreach
- Guerrilla outreach
- Out of home
- Promotions and POP

How's Your Soul?



Give MgM Gold Communications the opportunity to identify with you, your product's unique attributes and turn them into the brand's essence.

We will then translate that essence into a unique creative brand personality with emotional or factual benefits relevant to today and tomorrow's market trends. This is the soul of the product which will be instrumental in the branding process.

We then communicate the soul in a truly compelling way and begin brand building, making your product a true friend to millions of people.

The following samples illustrate how MgM Gold Communications positioned some of its clients' products by first creating and then highlighting their "soul".

[Are you ready to do some soul searching with us?](#)

Our Latest



Mmm... "Someone" just had a Balconi Moment



Race, gender, age, are irrelevant.

Discerning taste is a must...
...To have a Balconi Moment.

A Balconi Moment is a wholesome delicious Moment.

Balconi Italian premium-quality starts with wholesome ingredients: no artificial coloring, no preservatives, GMO free.

Affordable wholesome artisanal premium quality products are what consumers look for today. Professionals like you care for convenience, industrial prices and reliable partners. ...Well, this calls for a Balconi Moment.

Private Label Services

Balconi has proven expertise in producing Private Label. From customizing recipes to your needs, to designing the packaging and producing the products, to delivering them to your choice distribution system. Look no further. Have a Balconi Moment.



Balconi
Artisinal Italian Bakery

B2B and Social Media

Every Moment is a Balconi Moment:



There is a Balconi Moment for each of your customers. And you.

Michele Balconi, back in 1953, believed that artisanal premium-quality starts with wholesome ingredients.

Today Balconi, uses the same principles to produce its delicious products in its state-of-the-art, soon to be eco-friendly, production facility. Affordable, artisanal premium-quality products are what consumers look for today.

Professionals like you care for convenience, "industrial prices" and reliable partners...

... Well, this calls for a Balconi Moment.

Private Label Services

Balconi has proven expertise in producing Private Label.

From customizing recipes to your needs, to designing the packaging and producing the products, to delivering them to your choice distribution system.

Look no further. Have a Balconi Moment.



For more informations: www.balconidokkaria.com/en/private-label/ - email: balconisa@balconidokkaria.com
Balconi SpA, Via XX Settembre 51, 20014 Nerviano (MI) Italy



Balconi. Italian Master Baker since 1953.



Michele Balconi, back in 1953, believed that artisanal premium-quality starts with wholesome ingredients.

Today Balconi, uses the same principles to produce its delicious products in its state-of-the-art, soon to be eco-friendly, production facility.

Affordable, artisanal premium-quality products, are what consumers look for today. Professionals like you care for convenience,

"industrial prices" and very reliable partners. ... Well, this calls for a Balconi Moment.

Private Label Services

Balconi has proven expertise in producing Private Label.

From customizing recipes to your needs, to designing the packaging and producing the products, to delivering them to your choice distribution system. Look no further. Have a Balconi Moment.

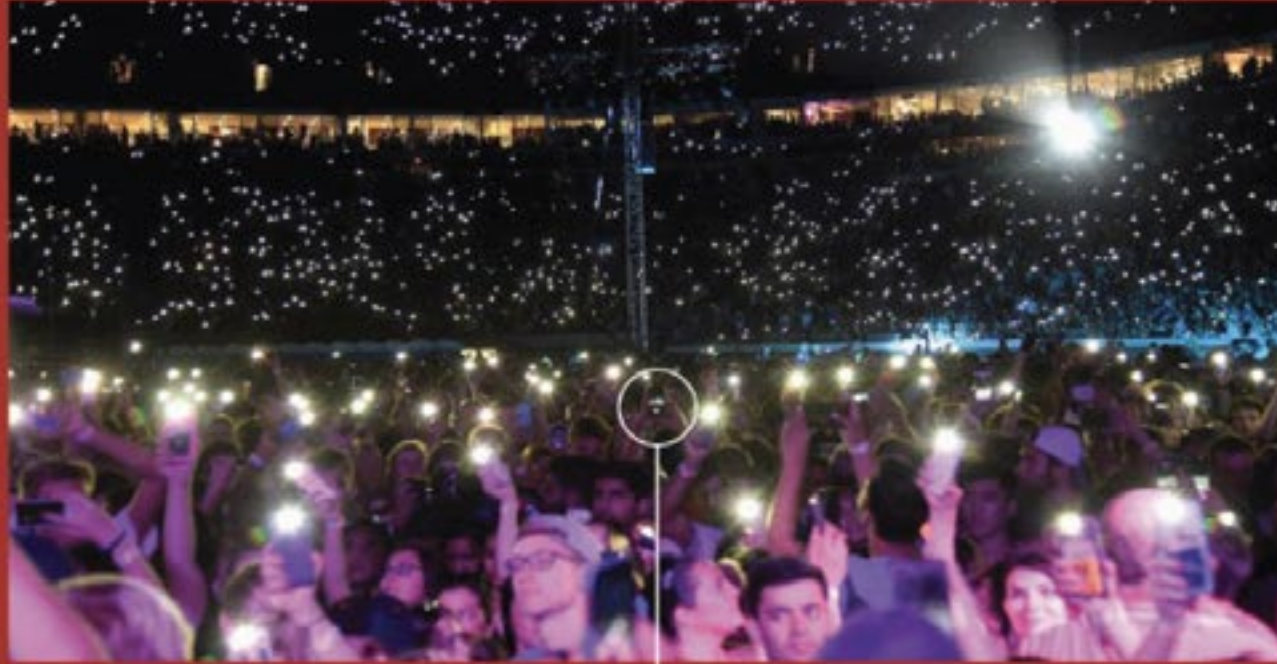


For more informations: www.balconidokkaria.com/en/private-label/ - email: balconisa@balconidokkaria.com
Balconi SpA, Via XX Settembre 51, 20014 Nerviano (MI) Italy

Balconi
Artisinal Italian Bakery


B2B and Social Media

Our Latest



Go-Gotcha.
The easy, efficient way to reach a needle in a haystack.

Go-Gotcha
Targeting on target.

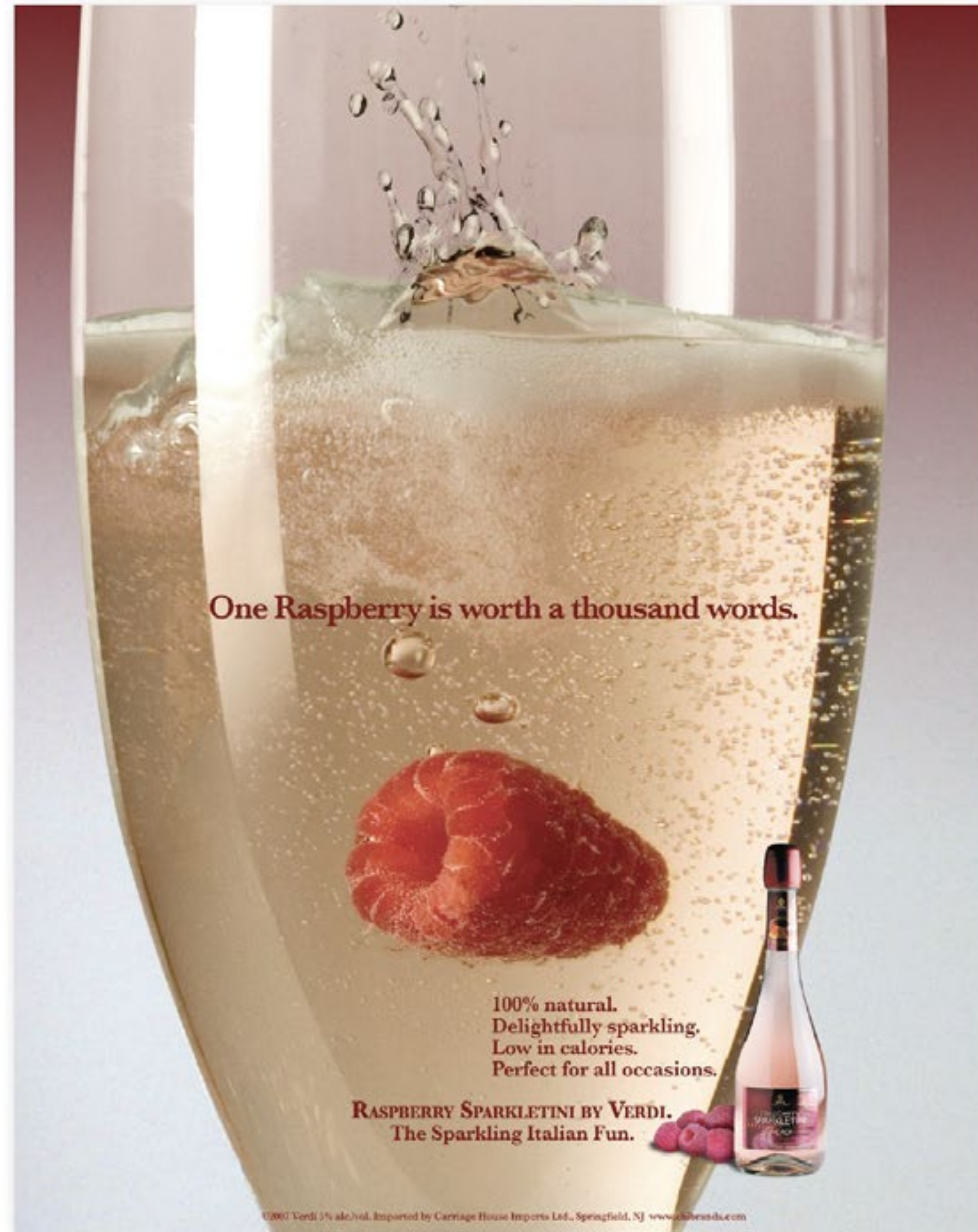


A face.
A story.
A lifestyle.
Your product
in her hands.
No matter
where she is.

Go-Gotcha
Effective and efficient
Targeting on target.

Go-Gotcha
Ad Tech Company
Trade Communication


Our Latest



Spakletini by Verdi
The Sparkling Italian Fun.

Consumer and Trade Communication

Our Latest



Verdi.
Sparkling Italian-Summer Fun!

Ahhhhhhh...

VERDI
SPARKLING ITALIAN-SUMMER FUN!

VERDI AND SPARKLETINI BY VERDI.
100% natural. Delightfully sparkling.
Serve chilled for light, refreshing
summertime enjoyment.

Verdi. The Sparkling Italian Fun.™

©2011 Verdi S.p.A. and Imported by Carnegie House Imports Ltd., Springfield, NJ www.verdi.com



This is when gift-giving is
as much fun as gift-getting.

VERDI
SPARKLING ITALIAN-SUMMER FUN!

VERDI AND SPARKLETINI BY VERDI
are perfect to add a "fun-sparkle"
and joy during the holiday season.

100% natural, delightfully sparkling.
Serve chilled to fully enjoy their
uniquely light, refreshing taste.

Verdi and Sparkletini by Verdi.
The Sparkling Italian Fun.™

©2011 Verdi S.p.A. and Imported by Carnegie House Imports Ltd., Springfield, NJ www.verdi.com

Verdi & Spakletini The Sparkling Italian Fun.

Consumer and Trade Communication

Our Classics



THE REAL DEAL.

WHAT PASTA SHOULD BE.

When it comes to pasta, you can fool some people. Even some Italians. But you can't fool a true Neapolitan. They're the world's toughest pasta connoisseurs and their favorite pasta is Garofalo. Garofalo is what authentic premium-quality pasta is meant to be because it is made following artisan principles, some dating back to 1789.

FAITHFUL TO TRADITIONS AND PREMIUM QUALITY.

To create pasta that wins compliments and smiles at the table, you can't cut corners. That's why Garofalo, begins with the finest high-protein semolina wheat. To achieve the special texture that truly embraces your great sauces, Garofalo uses bronze dies to shape most of its traditional pasta cuts.

Garofalo's final artisan touch is a slow-drying process, specifically tailored for each cut of pasta, to ensure perfect cooking performance without leaving precious nutrients and flavor in the water.

Available at: D'Agostino, Fairway, King's, Morton Williams, Pathmark, The Food Emporium, Waldbaum's and other specialty stores near you.

NEAPOLITAN ELEGANCE, PRIDE AND PASSION.

Garofalo Pasta is made in Gragnano, near Naples. This is the pasta they love. This is the pasta they enjoy to eat. The reason shows through every package of Garofalo Pasta...that wholesome, natural color that has pasta lovers saying:

"Garofalo is pasta you can taste with your eyes!"



GAROFALO. THE REAL DEAL.
www.GarofaloPasta.com



NOTHING TO HIDE.

SHOW OFF.

Garofalo premium-quality pasta comes in see-through packaging. Not to save money, but to show off its rich, wholesome color. Garofalo pasta has the quality and elegant taste that pleases the world's toughest pasta connoisseurs: The Neapolitans.

When it comes to pasta, you may be able to fool some people. Even some Italians. But, you can't fool a Neapolitan and Garofalo is their favorite pasta.

AGE-OLD QUALITY TRADITIONS.

Garofalo pasta is produced in Gragnano, near Naples, with a Neapolitan deep passion, following strict artisan principles, some of which date back to 1789.

To create pasta that always wins compliments and smiles at the table, you can't cut corners. That's why Garofalo, begins with the finest high-protein semolina wheat. To achieve the special texture that truly embraces your great sauces, Garofalo still uses bronze dies to shape most of its traditional pasta cuts.

Available at: D'Agostino, Fairway, King's, Morton Williams, Pathmark, The Food Emporium, Waldbaum's and other specialty stores near you.

Garofalo's final artisan touch is a slow-drying process, specifically tailored for each cut of pasta, which ensures perfect cooking performance without leaving precious nutrients and flavor in the water. The result is pasta the way it should be—with that wonderful, refined Italian taste that your special recipes deserve.

Garofalo premium-quality pasta. Through its crystal-clear packaging you can see why. "Garofalo is pasta you can taste with your eyes." Buon Appetito.



GAROFALO. THE REAL DEAL.
www.GarofaloPasta.com

Garofalo
Premium Quality Pasta Imported from Italy

Consumer Communication

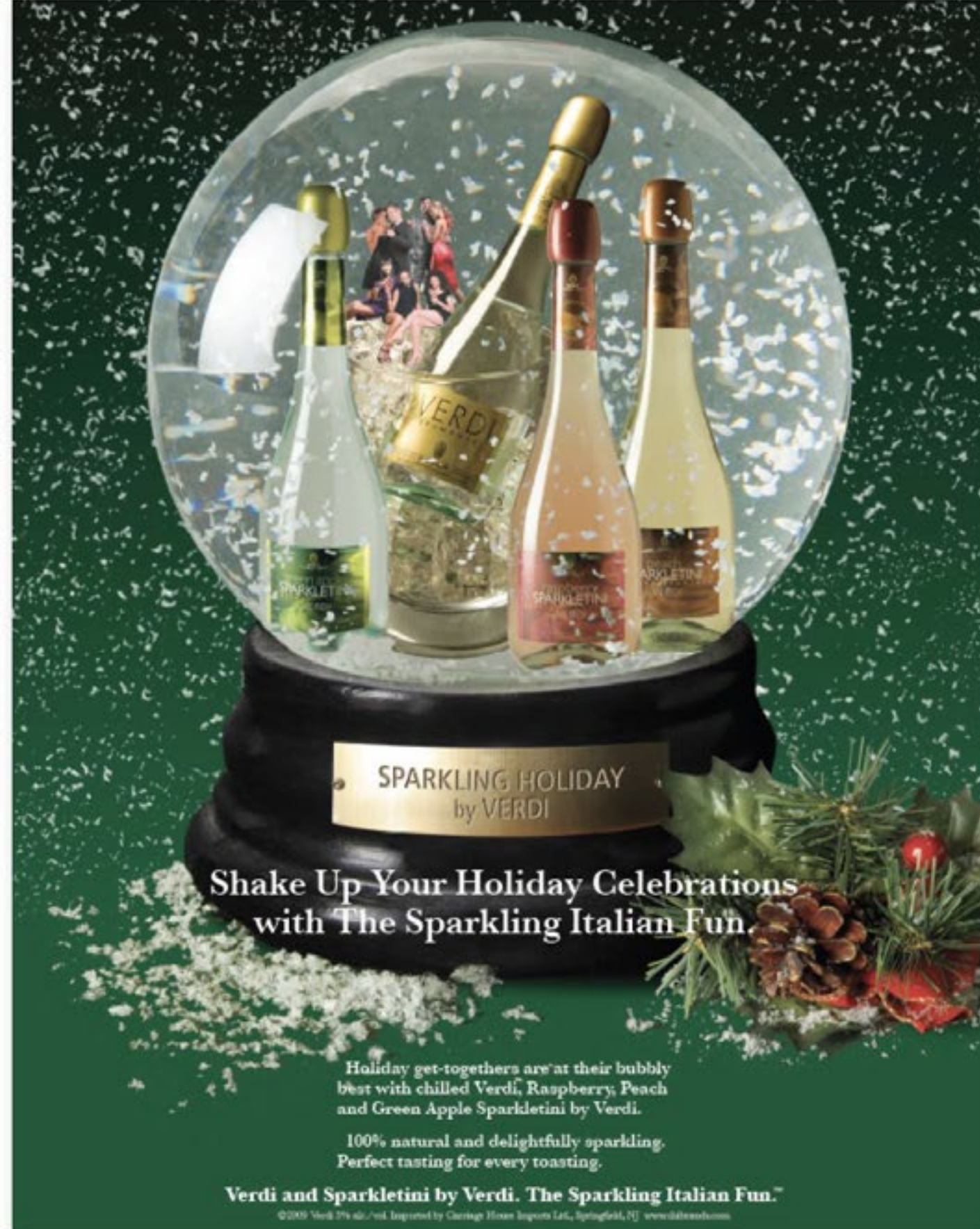
Our Classics



Anything Can Happen With Verdi.
The Sparkling Italian Fun.

100% natural. Delicately light.
Delightfully sparkling. Perfect for all occasions.

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Shake Up Your Holiday Celebrations
with The Sparkling Italian Fun.

Holiday get-togethers are at their bubbly best with chilled Verdi, Raspberry, Peach and Green Apple Sparkletini by Verdi.

100% natural and delightfully sparkling.
Perfect tasting for every toasting.

Verdi and Sparkletini by Verdi. The Sparkling Italian Fun.™

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Verdi
The Sparkling Italian Fun.

Consumer and Trade Communication

Our Classics



"I Pomi Pasta!"
Pomi all of your favorite recipes,
with The Tomato Revolution from Italy.

Pomi is 100% natural... only the best garden-ripe, fresh tomatoes from Italy, sealed in a stay-fresh package.

Pomi is conveniently ready to give you the fresh, natural taste of freshly picked tomatoes to add to all your favorite recipes.



The Tomato Revolution from Italy.

www.pomi.us.com

Unlike some canned tomatoes, Pomi has no preservatives, no water added, no citric acid, and it is BPA free.

Now you can enjoy the rich taste of fresh, ripe tomatoes the way they do in Italy.

With Pomi.



"I Pomi Fish!"
Pomi all of your favorite recipes,
with The Tomato Revolution from Italy.

Pomi is 100% natural... only the best garden-ripe, fresh tomatoes from Italy, sealed in a stay-fresh package.

Pomi is conveniently ready to give you the fresh, natural taste of freshly picked tomatoes to add to all your favorite recipes.



The Tomato Revolution from Italy.

www.pomi.us.com

Unlike some canned tomatoes, Pomi has no preservatives, no water added, no citric acid, and it is BPA free.

Now you can enjoy the rich taste of fresh, ripe tomatoes the way they do in Italy.

With Pomi.

Pomì
Premium Tomato Imported from Italy

New Branding Consumer Campaign to Establish Category Leadership

Our Classics

FERNET-BRANCA
È UNICO.
UNICO COME SEI TU.



Fernet-Branca è veramente unico. La sua formula segreta è rimasta immutata dal 1845: Oggi, come ieri l'estratto armonico di 27 uniche erbe provenienti da 4 continenti viene invecchiato in botti di rovere per un anno.

Il risultato è Fernet-Branca. Il raffinato liquore italiano dall'aroma perfettamente bilanciato e dal gusto elegantemente sofisticato. Veramente unico. Unico come sei tu.

FERNET-BRANCA
È UNICO.



Bevi responsabilmente. È "Unico". Unico come sei tu.
©2006 Fernet-Branca, product of Italy. 40% alc/vol • Imported from Italy by Wilson Daniels Ltd., St. Helena, CA • www.wilsondaniels.com

FERNET-BRANCA IS UNIQUE.

WITH THE NATURAL COMPLICITY
OF 4 CONTINENTS.



A blend of 27 unique herbs from 4 continents aged for a year in oak barrels, following a secret formula that hasn't changed since 1845. It's unique. The results? A unique Italian liquor. Fernet-Branca.

Fernet-Branca's well-balanced herbal aroma and taste are a sophisticated, unique, Italian tradition in Italy and, through out the world.

Fernet-Branca. As unique as you are.



Please drink responsibly. It's "Unico". As unique as you are.
©2006 Fernet-Branca, product of Italy. 40% alc/vol • Imported from Italy by Wilson Daniels Ltd., St. Helena, CA • www.wilsondaniels.com



Fernet-Branca
Leading Premium Fernet Brand, Imported from Italy
Print Campaign to Reposition the Brand in the US Market

Our Classics



Lord & Berry
Beauty Products

Consumer Ad Campaign

Our Classics



DE CECCO.
GARDEN FRESH ITALIAN SAUCES SEASONED WITH
DE CECCO'S PASSION FOR PERFECTION.

De Cecco Classic Italian Sauces are made with premium quality ingredients including flavorful De Cecco Olive Oil and the most aromatic spices all blended with De Cecco's passion for perfection. De Cecco Garden Fresh Sauces—Truly Worthy of De Cecco Pasta.



DE CECCO
There is only one De Cecco.

For information, call 1-877-DE CECCO or visit www.dececco.it.
Visit us at the Fancy Food Show. Booth numbers 2929-2931-2933

THERE ARE MANY RIGATONI
BUT THERE IS ONLY ONE DE CECCO.



Since 1887, De Cecco has been producing superior quality pasta, which has won worldwide recognition from pasta lovers and celebrated chefs for its exceptional taste and cooking consistency.

There are many kinds of pasta, but there is only one De Cecco. It's the one with the smiling peasant girl carrying sheaves of wheat under her arms.

You can rest assured that in this famous blue box there is delicious, premium-quality pasta imported from Italy.

DE CECCO
"There is only one De Cecco"
www.dececcousa.com

De Cecco
Premium Products From Italy

Consumer Ad Campaign, Point of Sale Materials and Packaging

Our Classics



The Leaning Tower of Pisa

There's Only One...

Molinari Sambuca.
The First Sambuca "Extra."

There's only one Leaning Tower of Pisa.
There's only one Molinari Sambuca "Extra."

In 1968, the Italian Courts awarded Molinari the "Extra" designation because of its choice ingredients and consistent superior quality.

These are also the reasons why only Molinari Sambuca is "Extra" smooth to the palate and the most loved sambuca in Italy.

Molinari Sambuca "Extra."
Imitated often. Equaled never.

Molinari Sambuca "Extra."
The One and Only.



©2004 Molinari, product of Italy. 42% alc/vol • Imported from Italy by Wilson Daniels Ltd, St. Helena, CA • www.wilsondaniels.com



The Blue Grotto

There's Only One...

Molinari Sambuca.
The First Sambuca "Extra."

There's only one Blue Grotto.
There's only one Molinari Sambuca "Extra."

In 1968, the Italian Courts awarded Molinari the "Extra" designation because of its choice ingredients and consistent superior quality.

These are also the reasons why only Molinari Sambuca is "Extra" smooth to the palate and the most loved Sambuca in Italy.

Molinari Sambuca "Extra."
Imitated often. Equaled never.

Molinari Sambuca "Extra."
The One and Only.



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The Fountain of the Virgin

There's Only One...

Molinari Sambuca.
The First Sambuca "Extra."

There's only one Fontaine de la Vierge.
There's only one Molinari Sambuca "Extra."

In 1968, the Italian Courts awarded Molinari the "Extra" designation because of its choice ingredients and consistent superior quality.

These are also the reasons why only Molinari Sambuca is "Extra" smooth to the palate and the most loved sambuca in Italy.

Molinari Sambuca "Extra."
Imitated often. Equaled never.

Molinari Sambuca "Extra."
The One and Only.



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Venice

There's Only One...

Molinari Sambuca.
The First Sambuca "Extra."

There's only one Venetian Mask.
There's only one Molinari Sambuca "Extra."

In 1968, the Italian Courts awarded Molinari the "Extra" designation because of its choice ingredients and consistent superior quality.

These are also the reasons why only Molinari Sambuca is "Extra" smooth to the palate and the most loved sambuca in Italy.

Molinari Sambuca "Extra."
Imitated often. Equaled never.

Molinari Sambuca "Extra."
The One and Only.



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Molinari
Sambuca Extra

International Print Ad Campaign, Point-of-Purchase Materials and Event Marketing

Our Founder

Mario G. Messina



Mario G. Messina, President & Chief Creative Officer of MgM Gold Communications is one of the truly creative “ad men” in the advertising industry. He successfully marketed new products and services on two continents for over 40 years. His world-class creative work won him coveted awards. His skill as a marketing specialist enabled him to carve out new market niches, as well as reposition and revitalize stagnant brands.

From 1961 through 1973, Mr. Messina held senior creative positions in London and Milan at McCann Erickson, Kenyon & Eckhardt, and SSC & B Lintas and worked with industry giants such as Monsanto, Gillette, Lever Brothers and Reckitt & Coleman.

Mr. Messina brought his distinct creative style to the United States in 1974, when he joined Ogilvy & Mather NY as Vice President & Creative Director. At O & M, he created campaigns for Maxwell House Coffee, Shake N’ Bake, Avon, Swanson Foods, Pepperidge Farm, Hershey, Clairol, Smith Kline and Block Drugs.

In 1986, Mr. Messina established MgM & Partners as the successor company to an earlier advertising partnership. He immediately attracted European clients, whose primary goal was to market their products in the United States.

Our Founder

In 1987, MgM & Partners launched Pomì in the US market, introducing aseptic packaging to US consumers for the first time. The agency's work for Pomì Tomato products was recognized by the advertising industry's prestigious Telly and New York Festival Awards. In 1993, the agency introduced Parmalat long life milk to the US market. Under Mr. Messina's guidance, the agency's aggressive marketing and creative strategies prompted consumer acceptance of a totally foreign concept: "non-refrigerated milk."

Mr. Messina's creative work for Ciga Hotels helped this luxury Italian hotel chain become a household name in the US. Mr. Messina also helped increase Molinari-Sambuca's sales by 49% within six months. His agency has created successful campaigns for clients including: **Chicco Toys, Cavit Wines, Beltrami Leather Goods, Italian Beauty Innovations, DeCecco Pasta, Jolly Hotels, Buccellati Watches, Garofalo Pasta and Verdi beverages**, to name a few.

With his ad campaigns, Mr. Messina has contributed to the branding of the "Made in Italy" label in the USA as a symbol of high quality in many market segments.

On October 27, 2016 at the IULM University in Milano, Mario presented his first book: "From Mad Milano to Mad Man", an autobiographical collection of anecdotes from his successful career.

