



Press Information

Press Release

May 5th, 2016

HMY Yachts Brings MDG Advertising Aboard as Agency of Record

Palm Beach Gardens, FL (May 5th, 2016) – [HMY Yachts](#), one of the largest yacht dealers and brokerage firms in the world, has partnered with [MDG Advertising](#) to develop and implement an integrated multichannel marketing strategy.

HMY selected MDG based on the agency's extensive experience and success in marketing such luxury and lifestyle brands as The Breakers Palm Beach, Round Hill Hotel and Villas, Estée Lauder, DKNY, and Clinique.

"HMY can attribute its nearly three decades of success to continually evolving to broaden its reach through savvy advertising and marketing," said Rob Bowman, HMY's director of marketing. "This evolution led us to MDG Advertising, which shares our commitment to exploring new creative and strategic marketing directions for maximum exposure of our brand and our customers' yachts."

According to Michael Del Gigante, president and creative director of MDG, "We started by identifying HMY's key differentiators and brand voice, and built the communications platform around them."

John Olson, MDG's director of client services, added, "HMY's unparalleled selection, service, and client satisfaction have secured their status as one of the world's leading yacht dealers and brokerages. We share their pride in this distinction and look forward to developing digital and traditional marketing that fully conveys the exceptional yachting experience exclusively found at HMY Yachts."

About HMY Yacht Sales

Headquartered in Palm Beach Gardens, Florida, HMY Yachts is one of the world's largest yacht dealer and brokerage firms with 10 locations in Florida as well as a location in Charleston and Kiawah Island, South Carolina. HMY Yachts specializes in the sale of new, pre-owned, and brokerage premium yachts including brands such as Viking Yachts, Princess Yachts, Cruisers Yachts, and Arcadia Yachts. HMY has

been the industry leader in yacht sales since 1979. HMY Yachts is on pace to sell over 475 yachts in 2016. HMY Yachts has 45 experienced yacht sales professionals on staff, yacht service locations throughout the Southeastern United States, and is the sponsor of major yachting lifestyle, fishing, and showcase events throughout the year.

For more information, please visit us online at www.HMY.com or socially at www.facebook.com/HMYyachtSales. You may contact Rob Bowman, Director of Marketing, at RBowman@HMY.com with specific questions or inquiries.

About MDG Advertising

MDG Advertising is an award-winning, full-service advertising agency and branding firm that specializes in developing integrated 360-degree marketing strategies. Through partnerships with our clients, we drive results with a range of creative advertising, branding, media, digital, and analytics services focused on bringing brands closer to their customers and goals. MDG's clients include The Breakers Palm Beach, Dental Care Alliance, IBM Southeast Employees' Federal Credit Union, The Seagate Hotel and Spa, Firehouse Subs, Brain Balance Achievement Centers, MDVIP, MotionPoint Corporation, Signature Consultants, Max Planck Florida Institute, MD Now Urgent Care Centers, Therapy Management Corporation, Little Cayman Beach Resort, Cayman Brac Beach Resort, and Cobalt Coast Resort.