

# mg. Single Source Simplicity™

#1145 at EXHIBITORLIVE 2017

**(LAS VEGAS, March 13, 2017)** In a world full of noise and competing demands, mg stands out for its ability to help clients navigate the complexities of their face-to-face marketing programs. This mission of simplicity is the driving force behind the firm's name change from MG Design to simply, mg.

This industry is complicated and full of details, data and deadlines that can sometimes get in the way of accomplishing strategic goals. mg's Single Source Simplicity™ is focused on helping clients make their face-to-face marketing responsibilities simpler, more effective and whole lot more meaningful. Here are a few of our thoughts on simplicity:

- ▶ **Complexity Doesn't Have to Breed Complexity.** If there's one thing we as an industry know – there's no end to the myriad of details that must be addressed to build successful relationships with our target audiences. But adding layers of complexity will never enhance the outcome. How do you eat an elephant? One bite at a time.
- ▶ **Simple Solutions are NEVER Simplistic.** Savvy businesspeople realize that strategy and alignment with core vision and values must define everything we do. You wouldn't use a machete to shave in the morning, for example – and you certainly wouldn't rely on an adhesive bandage to stem the nasty gash that would surely result if you did. If a solution doesn't match the problem it's intended to solve, it's not really a solution.
- ▶ **Simplicity is an art.** How does an artist greet the opportunity to craft a slab of marble into a beautiful form? With a fresh eye. They simply take away all the material that isn't part of their design. Instead of focusing on what works, they eliminate everything that doesn't.
- ▶ **Simplicity is a science.** Whatever our industry or discipline, we all can benefit by using the scientific process to overcome challenges. Making observations about the world around us. Asking questions to frame potential solutions. Creating what-if scenarios that help us experiment to find the best resolution. And in the process, seeking results that are predictable, attainable, reliable and valid. Scientists don't seek the most elaborate way to connect point A to point B. They keep it simple, manageable and pure.

▶ **Ultimately, the elegant solution wins. Elegant is a beautiful word. It connotes something refined, inspiring and unforgettable. It's easy to convey because it is so simple to understand. It speaks to the audience in an extraordinary way. In life as in business, we are drawn to elegance. An elegant outfit is not overly adorned with stuff. Its simplicity tells a powerful story about the wearer. Elegance is as contagious as it is memorable. Elegance enhances. Elegance sells.**

### **About mg**

**Delivering meaningful value for our clients and their brands is what drives us. mg's Single Source Simplicity™ makes mg the only partner your experiential marketing program needs for exhibits, events, environments and engagement. mg is a complete face-to-face marketing partner offering a full A-Z line-up of in-house services from strategy to design, account leadership to show services, technology to graphic production, fabrication to I&D/Logistics.**

**Winners of the 2015 EXHIBITORLIVE Best of Show, mg has been building great experiences for more than 55 years. Visit our new website at [simplymg.com](http://simplymg.com).**

###

**MEDIA CONTACT: [Michelle Benson](mailto:michelle@createmomentum.com)  
[michelle@createmomentum.com](mailto:michelle@createmomentum.com)  
708.907.5301**

