

Agency renames to encompass green values

[MGM Brand Construction & Advertising](#) has renamed itself human.kind to fulfil its new mission statement to become South Africa's first earthly conscious advertising agency; one that doesn't just pay lip service but delivers on its functional promise.



Its core functions remain managing the process of establishing proper foundations for brands, constructing new brands, renovating ailing brands and maintaining brands for the good of clients, however its real change is in its values.

"The motivation for rebranding is simple: because the agency cares. Not just about each other, but about bigger issues like our community and the environment," said owner and MD of human.kind, Deon Kruger.



Owner and MD of human.kind, Deon Kruger

Kruger believes that advertising can influence the world through the messages it filters into the public domain, and that it is possible to get people to change their behaviour for the better, by offering up bona fide messaging with integrity.

An example of the agency taking its promise of giving back seriously and mindfully is the pro bono work it does for causes such as the Noah Orphans and Endangered Wild Life Trust. The human.kind team offer its time and creative efforts to fundraising drives such as Save the Rhino and Save the Crane.

"MGM was a one-dimensional brand operating solely within the spectrum of traditional communications, but we saw the need to change and grow," concluded Kruger.

For more, visit: <https://www.bizcommunity.com>