

*Agency: The Bamboo Agency
Communications
Writer: Jeff Mustard
Short Version*

Client: LGD

Project: Web / Home Page Copy /

LGD Communications / New Home Page Copy

LGD Communications, Inc. is a full-service advertising, marketing and interactive internet agency specializing in luxury residential real estate, resort properties, boutique hotels, destination spas and social club memberships.

LGD also provides marketing and consulting services to companies whose products are marketed exclusively to the upscale and affluent through its affiliate division under its industry-ground breaking banner -- the "Affluence Marketing" division.

For over two decades the talent behind LGD has helped create and nurture some of the world's most enduring luxury brands through award-winning creative, strategic branding and sophisticated media planning.

Under the stewardship of President and Creative Director, Len Dugow, the agency was the first to apply the principals of "Branding" to real estate projects in New York City, completely innovating a new marketing approach for some of the world's most recognized real estate developers, from Tishman-Speyer Properties, to Donald Trump and Jorge Perez of the Related Companies, among literally hundreds of others.

Our full-service Miami office is staffed by 25 of the most creative, motivated, resourceful professionals in the industry.

Len Dugow, President & Creative Director maintains overall strategic, creative and management responsibilities for the agency.

In addition to his current body of work, Len has developed print and broadcast campaigns for such clients as Nestle, Lever Brothers, Citicorp, Major League Baseball, American Express, Budget-Rent-A-Car, Finlandia Vodka, and major motion picture campaigns for Paramount Pictures, Universal Pictures, 20th Century Fox, Warner Brothers, and Columbia Pictures.

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