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# VGD: A New Digital Agency from Vanguard Direct

**New York, August 19, 2014**: Today marks a new day for Vanguard Direct as the internal Digital & Technology division formally launches a new digital agency: **VGD**.

For nearly 40 years Vanguard Direct has built its foundation in the New York City area—evolving from a print and production-based company to creating cutting-edge digital solutions for companies like Verizon Wireless, Macy’s, Samsung, Scholastic, and NYC.gov. The new VGD brand will focus on its core strengths of Creative, Digital, and Social.

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VGD creates digital experiences that elevate their clients and make a real difference in people’s lives. This new agency is comprised of a close-knit team of creatives, techies and strategists who translate passion and insight into meaningful solutions.

VGD’s core services:

* Digital Strategy
* Mobile Apps
* Responsive Websites
* Social Media Campaigns
* Video & Motion Graphics
* Web Applications
* Content Management Systems

In the words of President, Bob O’Connell, “We’re excited to launch VGD and fully demonstrate our strategic, creative and digital abilities, while maintaining our ‘customer first’ focus; something we’ve shared at Vanguard Direct since our beginning.”

“With our rapid growth in digital it made sense to create the new VGD brand which better demonstrates our capabilities,” says Executive Creative Director, Thomas Miller. “VGD represents a culture of possibility for both our clients and talent—where true impact in mobile, web, and social is the only rule.”

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