

Media Announcement

NYC Ad-Agency Takes Sallie Mae Back to Their Roots in Extensive Rebranding Effort

April 19, 2016 (New York, NY) - In a two year-long effort to reinvigorate and re-inspire America's largest private education loan service provider, Sallie Mae, NYC-based advertising and brand-building agency DiMassimo Goldstein (DiGo) has assisted Sallie Mae in finding their own identity after splitting from parent company Navient.

In 2014, Sallie Mae shifted its focus, becoming a resource for college planning, with information about scholarships and financial aid, and tools for planning and saving, while offering loans as a final measure. DiMassimo Goldstein helped Sallie Mae articulate the company's mission of making the American Dream of higher education a reality and created their new tagline, "Let's Make College Happen."

Going beyond business cards and exciting "un-corporate" swag, the DiMassimo Goldstein team ignited fire internally around "making college happen" with an employee-driven fundraising effort to send four students to college. In an effort to live the mission and truly understand what it takes to send students to college, Sallie Mae staff organized grassroots tactics (individual donations, bake sales, car washes, yard sales, bowling events, dog walks, etc.) raising over \$50,000 in under three months. In an unexpected move, this amount was matched by the Sallie Mae Corporation for a grand total of **\$100,000** to be equally divided among the four finalists – **announced today**.

Today, April 19, 2016 Sallie Mae has nationally [announced](#) the "Bridging the Dream Scholarship" award winners via press and social media release. Short documentaries on each of the four scholarship [winners](#) will live on Sallie Mae's website and social media channels with a focus on educating prospective students about what college can mean for them.

For a behind the scenes peak behind Sallie Mae's efforts [click here](#), password: **fundraiser**.

With access to this exclusive story, DiMassimo Goldstein CEO Mark DiMassimo is available for comment on the nontraditional use of actions, not ads, to promote Inspiring Action in the unique rebranding of Sallie Mae from the inside out. Please let me know if you would like to speak with Mark, or if you would be interested in written commentary. I would be happy to make arrangements.

Best,

Courtney