



advertising with a Conscience

**FOR IMMEDIATE RELEASE**

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designCraft Advertising Announces New Owner Mary Stanislawska

**Madison, WI** — designCraft Advertising, an ad agency committed to socially responsible and community-centered marketing, is under new ownership as of December 2, 2025. The company's founder, Yvette Jones, enthusiastically hands over leadership to Mary Stanislawska, a seasoned advertising and marketing professional with a career dedicated to helping businesses and non-profit organizations grow their brands and connect with their communities.

Founded in 1985, designCraft was created with a bold mission: to restore the good name of advertising. Over the last four decades, the agency has built a reputation for delivering effective, principled advertising and promotional services to independent businesses and nonprofits focused on community, social justice, and sustainability. From its Park Street headquarters, designCraft has supported organizations throughout the Midwest, and beyond, consistently striving to deliver campaigns that are both socially just and beneficial to the communities they serve.

designCraft will continue to be 100% woman owned, with Mary serving as president and creative director. Mary Stanislawska brings to designCraft a long career in communications and marketing, with deep experience helping organizations expand their brands and reach new audiences. Stanislawska shared that the company's culture, values, and dedication to ethical advertising are what inspired her to pursue the opportunity.

“designCraft has always stood for something bigger than marketing,” said Stanislawska. “From the beginning, transparency, community connection, and sustainability have guided how the company shows up for its clients and partners. I’m honored to carry forward the vision that Yvette built and continue helping small businesses and nonprofits tell their stories with authenticity and impact.”

As part of the transition, Yvette Jones and Mary Stanislawska will work closely together over the coming months to ensure continuity for designCraft’s clients and the nine designCraft team members. In recognition of her decades of leadership and creative excellence, Yvette Jones has been named creative director emerita.

“designCraft defines advertising at its best. We have a strong, committed team, clients who work for good, and now, a new local owner with a deep understanding of conscience. designCraft proves advertising can be used for the benefit of all, and I’m grateful,” said Jones.

designCraft Advertising looks forward to continuing its legacy of socially conscious, community-focused advertising under Stanislawska’s leadership.

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