

Crystal Auto Mall Names Sokal Media Group Agency of Record

MORRISVILLE, N.C., Dec. 4, 2015 (SEND2PRESS NEWSWIRE) – Crystal Auto Mall has selected Sokal Media Group as their agency of record. Founded in 1990, Crystal is one of the leading Toyota, Scion and Mazda dealers in New Jersey. The decision was made based on Sokal Media Group's creative strategy and extensive experience in the automotive industry.

Sokal Media Group is one of the fastest growing automotive advertising agencies in the country. Headquartered in North Carolina, they have offices throughout the East Coast.

Sokal Media Group will be handling all marketing and advertising aspects for Crystal Auto Mall including new vehicle sales, pre-owned sales, service and parts.

The agency will be working closely with Crystal president and co-owner, Michael Rendine.

"With this appointment, Crystal Auto Mall is establishing a new direction for our marketing efforts that will better represent our business philosophy of going the extra mile in everything we do," said Rendine. "We will also more fully integrate our communications across channels to reflect the way today's audience consumes media. We believe Sokal Media Group's team will bring fresh, creative thinking and strong commitment, producing results that will ensure our future success with a strong, integrated message across all consumer touch points in our region."

"We are extremely excited about working with Mike and the wonderful people at Crystal Auto Mall. Our Sokal team is very passionate about quality automobiles and is aligned with Crystal's consumer focused message, 'The Difference is Crystal Clear.' We are very proud to have the honor to handle the communications of this award-winning auto retailer," said Mark Sokal, president and founder of Sokal Media Group. "Our agency has already started revving up with innovative creative development."

Sokal Media Group will fuel and drive Crystal Toyota, Scion and Mazda through strategic planning, media consultation, digital relevance, and creative execution in the New Jersey market.

More information: <http://sokalmediagroup.com/>.

Twitter: @SokalMedia

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