

Sokal Media Group named Agency of Record for Pensacola's Hill-Kelly Dodge

MORRISVILLE, N.C., March 2, 2016 (SEND2PRESS NEWSWIRE) – Hill-Kelly Dodge Chrysler Jeep Ram in Pensacola, Florida announced today that effective January 1, 2016 Sokal Media Group is the dealership's new agency of record. Founded in 1950, Hill-Kelly is one of the leading Dodge, Chrysler, Jeep and Ram dealers in Western Florida. The decision was made based on Sokal Media Group's creative strategy and extensive experience in the retail automotive industry.

Headquartered in North Carolina, Sokal Media Group is one of the fastest growing automotive advertising agencies in the country with offices and representatives serving the East Coast.

Hill-Kelly General Manager Miles Bentley said the agency will be handling all marketing and advertising aspects for the dealership group including new vehicle sales, pre-owned sales, service and parts. "Sokal will be working with our team to enhance Hill-Kelly's brand identity and positioning the company as the premier auto sales leader in the Panhandle."

Bentley added. "Sokal's breadth of services and capabilities combined with decades of hands-on experience within the motor vehicle retail industry made it a natural fit for Hill-Kelley."

"We are very proud to have the honor to handle the communications of this dealership that has proudly served the Greater Pensacola Area for more than 65 years," said Mark Sokal, president and founder of Sokal Media Group. "Our agency has already started with strategic planning, media review, digital relevance, and creative execution. I am confident that our expertise in strategic communication and deep understanding of the automotive industry will deliver very positive results for Hill-Kelly."

For more information about Sokal Media Group visit <http://sokalmediagroup.com/>.

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