

FOR IMMEDIATE RELEASE

## **Morrie's Automotive Group Launches "Buy Happy" Campaign with Linnihan Foy Advertising**

MINNEAPOLIS, MN, March 1, 2009 – Morrie's Automotive Group announced today the launch of a comprehensive radio, television, print, outdoor and online campaign developed by Linnihan Foy Advertising. The energetic campaign, with the tagline "Buy Happy™" breaks the mold of formulaic automotive industry campaigns touting price and offers customers an actual brand proposition.

The campaign can be seen and heard throughout the Twin Cities on local radio stations, cable TV channels, billboards, print ads in regional magazines and direct mail pieces. Linnihan Foy provided the strategy, creative as well as media buying. With the launch of the new campaign, Linnihan Foy has helped Morrie's Automotive Group stand out in the marketplace, increase sales and improve customer retention.

### **About Linnihan Foy Advertising**

Linnihan Foy is a full-service advertising agency that provides grow-oriented businesses with a fully integrated marketing approach. Located in Minneapolis' historic Northeast warehouse district, Linnihan Foy creates marketing strategies for a collection of industry niches. For more information on the agency visit [www.linnihanfoy.com](http://www.linnihanfoy.com).

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