



Meyer & Wallis Breaks "Too Honest" Campaign for Atlanta's Walsh Chevrolet

Meyer & Wallis adds to account roster with a creative, new take on car dealer advertising.

MILWAUKEE, WI ([PRWEB](#)) August 18, 2004 -- Lisa Walsh might be a little too honest to be selling cars. And that's refreshingly good news for car buyers, according to a new advertising campaign by Meyer & Wallis. The campaign positions Walsh Chevrolet as a unique alternative based on candor and honesty as well as ownership by a female.

Lisa Walsh, owner of Canton, GA-based Walsh Chevrolet, is not just honest on the sales floor. She is honest in her everyday dealing with people -- a fact that is the basis for Walsh Chevrolet's first ad campaign. (Ads can be viewed at www.meyerwallis.com/whatsnew.) In one television spot, Lisa tells her pastor that his sermon was a little boring, and that he could shave off a few minutes and still get his point across.

"Not only are dealerships owned by women rare, but so are dealerships that are so scrupulously honest," said Scott Rackham, President of Meyer & Wallis. "Very few car dealers seem to exemplify honesty," according to Rackham. "Yet we saw it as a basic character trait in Lisa, and built a unique campaign around it."

Walsh Chevrolet takes better care of customers; indeed, Lisa Walsh's goal is to personally meet and greet every customer who visits her store. Through advertising, she hopes to convince people to consider Walsh Chevrolet, whether or not the specific model they may be looking for is included in the ad.

Lisa Walsh, along with husband Harry Walsh, were co-owners of Best Ford in Milwaukee for a number of years. After moving to the Atlanta area, they took over a struggling Chevrolet dealership, instantly doubling the number of monthly cars sold because of their refreshingly honest style of doing business.

"We're out to make Walsh Chevrolet one of the premier dealerships in the country," said Walsh. "Our commitment to customer service is second to none. Our primary concern is the satisfaction of our customers."

In another spot called "Too Honest - Cop," Lisa is pulled over by a trooper. When asked if she knows why she was pulled over, she offers four possible violations she's committed and suggests that the officer might have issues with women, stemming from an overbearing mother. In print advertising, Lisa informs a little leaguer that only one in several hundred thousand kids will actually make it to the big leagues. All underscoring the possibility that she is perhaps a little too honest.

The campaign will begin running mid-August in Cherokee County, GA. Spending was undisclosed. To learn more about Walsh Chevrolet, visit www.walshchevy.com.

Meyer & Wallis is a full-service advertising agency with experience in consumer, business-to-business and retail advertising and marketing. The agency, which bills approximately \$30 million annually, has offices in Milwaukee and Indianapolis.

Current Meyer & Wallis clients include Accunet Mortgage, the American Heart Association Midwest Affiliate,



The Blood Center of Southeastern Wisconsin, Buselli Wallarab Jazz Orchestra, Cardinal Stritch University, Columbia St. Mary's, Flexsteel Industries, Independent Physicians Network, LoBill Supermarkets, Marsh Supermarkets Inc., O'Malia's, Orthopaedic Hospital of Wisconsin, QuadTech, Quad/Graphics, Sentry Foods, Shoreline Ophthalmology, Shorewest Realtors, Trios di Tuscanos, Vectren Energy, Village Pantry, and the Wisconsin Conservatory of Music. To learn more about Meyer & Wallis, visit www.meyerwallis.com.

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