



## Press Release:

# Big Thinkers Media Welcomes Legendary Orr Auto Group expansion in Oklahoma

*Advertising agency will partner with Orr Nissan East and Orr Nissan West to help expand the long-time well-respected dealer group.*

Oklahoma City, OK, June 13, 2018 — (PR.com) Two Oklahoma City Nissan car dealerships have changed ownership. Fenton Nissan East and Fenton Nissan West will now be Orr Nissan East and Orr Nissan West, further expanding the Orr Auto Group's presence in Oklahoma City. The Orr Auto Group first came to Oklahoma City two years ago with their Boomer Kia dealership in Oklahoma City.

The Orr Auto Group originally formed in the late 1920's in Texarkana, Texas with a single Chevrolet dealership, which they still proudly operate today. The Orr Auto Group has since grown their family owned business to over 39 different dealerships throughout Texas, Louisiana and Oklahoma.

"Regardless of our success and our growth, we remain a family-owned and operated business employing over 800 people, serving thousands of happy and loyal customers. We look forward to keeping our tradition for many years to come," said Keith Orr.

Big Thinkers Media, founded by Oklahoma City businessmen and entrepreneurs Aaron Leger and Mario Avila, will help represent Boomer Kia, Orr Nissan East and Orr Nissan West. Mr. Leger has years of experience as a successful owner of Boomer Kia in Oklahoma City. He is also an owner of the newly acquired Orr Nissan West and Orr Nissan East in Oklahoma City. Big Thinkers Media will also be led by founder Mario Avila. Mr. Avila has several years of managing award-winning digital marketing campaigns around the country. He is also a real estate entrepreneur and business owner.

Big Thinkers Media will provide traditional and digital custom marketing programs for clients. “We have been executing award-winning marketing campaigns for clients for the past seven years; this officially establishes a new brand to manage new clients,” said Leger. “Big Thinkers Media is in a unique and powerful position in the industry. We will be specializing in the automotive industry, while still working with many other types of businesses.”

Big Thinkers Media will provide custom marketing services that will include Media Buying, Search Engine Marketing (SEM), Email Marketing, Targeted Video and Display Ads, Video Production, Social Media, and much more. In addition to the company’s local market expertise, Big Thinkers Media will also utilize their full-time staff whose experience includes working with national campaigns for Samsung, Toyota and Lexus.

“I’m thrilled to have this opportunity to lead an exciting new company like Big Thinkers Media,” said Avila. “We have so many creative new ideas, and with the influx of new digital capabilities, I can’t wait to start working with our clients on these new campaigns.” Big Thinkers Media will be based in Oklahoma City, Oklahoma.

### **About Big Thinkers Media**

Big Thinkers Media is a full-service advertising agency based in Oklahoma City, Oklahoma. For more information visit us online at [www.BigThinkersMedia.com](http://www.BigThinkersMedia.com)

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