

## **CASSIDY ADVERTISING & CONSULTING, LLC ANNOUNCES NEW FOUNDRY CLIENT**

Warren, Ohio – April 12, 2016 – Cassidy Advertising & Consulting, LLC, a full-service advertising agency located in Howland, announces foundry supplier Humtown Products as their newest advertising client.

To start, Cassidy Advertising has already begun providing graphic design and ad placement services to meet Humtown's immediate marketing needs. The ad agency has designed Humtown's trade booth graphics and direct mail postcards to promote the company's participation at CastExpo '16 in Minneapolis, MN. The event, held April 16-19, showcases equipment, products and services involved in the metal casting and foundry industries. Cassidy Advertising President Laura Berena will be on hand at the trade show to support the client and absorb details about these industries.

"We have a wonderful relationship with industrial companies in the Mahoning Valley," says Berena. "We are thrilled to have this opportunity to provide our professional outsourced Marketing Director services to Humtown Products, a nationally recognized and reputable industrial business in nearby Columbiana."

Cassidy Advertising & Consulting, LLC is a full-service advertising agency and serves as outsourced marketing directors for local and national businesses. Since beginning in 1986, their area of expertise focuses on building name awareness through the actions of complete and customized marketing plans formulated for the agency's clients. In addition to creating and implementing marketing plans, other services include professional copywriting that creates action, graphic design services, media buying and placement, web design and search engine optimization, social media marketing, web-based marketing, email blasts, public relations and co-op research. The agency also tracks their clients' competition, which keeps competitors from gaining an edge.

Cassidy Advertising & Consulting's marketing consultation appointments are available seven days a week at the client's convenience. Phone, text, Skype, FaceTime or email consultations are available 24/7.

The ad agency is owned and operated by Laura Berena, Sole Officer, and daughter Hailey Cassidy, Office Manager. For more information, call/text (330) 565-8193, email [Lberena@cassidyadvertising.com](mailto:Lberena@cassidyadvertising.com) or visit [cassidyadvertising.com](http://cassidyadvertising.com).

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