



## Integrity Backstory

As the idea of this billboard campaign was being created, we wanted to focus on those people that were making a difference in our communities. It just so happened that our Creative Director, Jay, took his car to have it repaired. Jay searched for an “honest” mechanic and Mike Masiello was highly recommended by the people that knew him well. After Mike spent nearly 3 hours trying to fix Jay’s car, he realized there was nothing he could do. The problem was unfixable. Jay suspected that news, and reluctantly asked how much the diagnosis was going to cost him. Mike simply said, “I couldn’t fix it. I won’t take your money.”

As Jay stood there, in a small shop on Long Island, he knew that people like Mike were exactly who we were looking for in this campaign. Everyday Heroes.

By his neighbors and peers, Mike is known as the “Mother Teresa” of the automotive world. He’s an honest guy, making an honest living, and never tires of helping those around him.

*Pass It On.*

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