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**NEW ENGLAND FINANCIAL MARKETING ASSOCIATION SELECTS  
McDOUGALL & DUVAL AS ITS AGENCY OF RECORD**

***Bank Marketers Choose Award-winning Firm to Represent Their Professional Organization***

(AMESBURY, Mass., July 14, 2009) – McDougall & Duval Advertising ([www.mcdougallduval.com](http://www.mcdougallduval.com)), an award-winning advertising, marketing and public relations firm, was recently selected by the New England Financial Marketing Association (NEFMA) as its agency of record. The Amesbury agency will be responsible for the organization’s advertising, marketing and public relations efforts during 2009 and 2010.

An organization for marketing professionals in the financial services and banking industries, NEFMA, formerly the American Bankers Association/New England Chapter, ([www.nefma.org](http://www.nefma.org)) provides opportunities for marketers to share ideas and best practices, improve their skills, and enhance their professional development.

“Members of NEFMA are in their own right respected and capable marketing professionals. That’s what makes their selection of our firm so special,” said Dan Duval, Creative Director/CEO of the agency. “I think it says something about the quality of our work that such a dynamic organization would ask us to help them further strengthen their brand and enhance their overall communications strategies.”

As an agency, McDougall & Duval has been a long-time, active member of NEFMA. Duval is currently a board member for the organization and is co-chair of the Communications Committee. The firm also employs Brenda Miskinis, a past president of the professional association.

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## **ABOUT NEFMA**

The New England Financial Marketing Association (formerly the American Bankers Association/New England Chapter) is open to professionals from all types of financial institutions and individuals providing products and services to the financial services industry. Through educational meetings, membership development, communications and networking opportunities, the organization promotes the personal and professional development of its members, while simultaneously advancing the marketing discipline for members of New England's financial services industry. For more information, please visit [www.nefma.org](http://www.nefma.org).

## **ABOUT McDougall & Duval Advertising**

McDougall & Duval Advertising is an independent advertising, marketing and public relations agency that serves as a strategic business partner to help clients gain market share. Known for the creativity of its concepts and the award-winning campaigns it delivers, the firm combines big ideas that challenge conventional wisdom with proven promotional strategies. One of the few remaining independent agencies in New England, McDougall & Duval has worked with companies in the banking and finance, tourism, education, manufacturing, technology and entertainment industries. For more information, visit [www.mcdougallduval.com](http://www.mcdougallduval.com).

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