



**For Immediate Release**

**Contact:** Peter Hale

Tel: 978.388.3100 ext. 17

Email: [phale@mcdougallduval.com](mailto:phale@mcdougallduval.com)

**BERWICK ACADEMY AND NORTH SHORE BANK SELECT McDUGALL & DUVAL ADVERTISING**

***Agency Providing Creative and Design Expertise on Critical Campaigns***

AMESBURY, Mass., July 31, 2008 – McDougall & Duval Advertising, an award-winning advertising, marketing and public relations firm, is proud to announce that it has added two new clients.

**Berwick Academy**, the oldest educational institution in Maine, has selected the agency to re-envision and deliver its new view book. Historically, the view book has been a key piece of collateral that introduces families to the academy's educational mission and its sense of community. McDougall & Duval has been hired to give the piece an exciting new look that also reflects Berwick Academy's tradition.

**North Shore Bank**, a full-service community bank based in Peabody, Mass., has hired McDougall & Duval to generate creative for multiple projects to raise the profile of the bank and its services. Most notably, these promotions include a multi-vehicle campaign marking the 120<sup>th</sup> anniversary of the bank. The agency also created a recent promotion for the bank's "one-day CD sale" that resulted in a large number of customers who purchased certificates of deposit.

"We are thrilled to be working on projects for these two venerable institutions," says Dan Duval, Creative Director/CEO of the agency. "Successful organizations know they must keep their prospects informed with fresh, creative messages, whether they've been around for two years or 120 years. I'm proud that McDougall & Duval's reputation for imaginative concepts helped us land these accounts."

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## **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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