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**McDOUGALL & DUVAL BRANDING CAMPAIGN BRINGS ‘...JUST BETTER’ TO  
SOUTH SHORE**  
***Agency Completes Rebranding for South Shore Saving Bank***

(AMESBURY, Mass., August 5, 2010) – McDougall & Duval Advertising, an award-winning advertising, marketing and public relations firm, recently developed a comprehensive rebranding campaign for South Shore Savings Bank. Aimed at increasing market share and acquiring new customers, the campaign focuses on South Shore Savings Bank’s strong value within their market, and differentiates them from other financial institutions by integrating the new tagline “...Just Better” into all marketing initiatives.

“Ensuring that our target market understands who we are as an organization is imperative to the success of our business,” said John C. Boucher, president and CEO of South Shore Savings Bank. “The team at McDougall & Duval was meticulous in their research, creative in their ideas, and seamless in their implementation – always working to keep our goals and bottom line in mind. By focusing on our customer-focused core values, they refreshed our identity in a way that will provide lasting results.”

The campaign began with a complete market assessment, involving employees, customers and non-customers. From there, it featured a comprehensive media plan, new tagline, print ads, radio spots, online banners, collateral and billboards. Throughout the project, McDougall & Duval provided market research, brainstorming, copywriting,

project management, art direction, and media planning. The campaign will run in local media outlets throughout the year.

### **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)