



For Immediate Release

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McDOUGALL & DUVAL NAMES JANET MANSFIELD VP OF CLIENT SERVICES

Marblehead Resident to Direct the Client Experience for Award-winning Agency

AMESBURY, Mass., November 24, 2008 – McDougall & Duval Advertising, the award-winning advertising, marketing and public relations agency in Amesbury, Mass., announced today that Janet Mansfield has joined the firm as Vice President of Client Services. In this role, Mansfield will manage some of the agency's top clients, and introduce new processes and procedures based on the best practices she has garnered through nearly 15 years in advertising.

"Janet is a tremendous addition to McDougall & Duval," said Dan Duval, the agency's CEO and Creative Director. "Our strength as an agency has always come from combining strategic creativity and exceptional client service, so when someone of Janet's caliber is available – a seasoned professional with an exceptional record in client services – we want her on our team. Given her expertise, I am confident that she will help the agency provide greater results for all of our clients."

Prior to joining McDougall and Duval, Mansfield worked at several of the region's top advertising and marketing firms, progressively expanding her roles and responsibilities. A project management expert specializing in both online and offline campaigns, her account experience spans multiple industries and includes many nationally recognized brands, including: Johnson & Johnson, General Motors, Zipcar, Monster.com, Oxygen Media, Fidelity Investments, Electric Insurance, Papa Gino's, the Humane Society of the United States, and the Doug Flutie Jr. Foundation for Autism.

Several of Mansfield's projects have earned industry honors, including recognition from the MIMC Awards, the Web Marketing Association, and New England's Best of Broadcast Award.

A graduate of the University of Massachusetts/Amherst with a bachelor of arts degree in communications/journalism, Mansfield currently resides in Marblehead, Mass.

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.

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