



mcDougall & duval  
ADVERTISING

**FOR IMMEDIATE RELEASE**

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## **McDOUGALL & DUVAL'S WORK WINS GOLDEN MIRROR AWARD**

### ***Television Commercial Created for St. Mary's Credit Union Wins National Honor***

(AMESBURY, Mass., September 6, 2011) -- McDougall & Duval ([mcDougallduval.com](http://mcDougallduval.com)), an award-winning advertising, marketing, social media and public relations firm located in Amesbury, is proud to announce that a television commercial that the agency created for St. Mary's Credit Union in Marlborough ([abettercreditunion.org](http://abettercreditunion.org)) has won a Golden Mirror Award™ from the Credit Union Executives Society (CUES®). The national award winners were announced on September 1.

The commercial, entitled "A Better Credit Union," won a Golden Mirror Award of Merit in the Television category for institutions with assets between \$250-\$700 million. The animated, text-only advertisement was produced in the summer of 2010 and featured animation by Michael Durwin ([mdurwin.com](http://mdurwin.com)) and a music score by Chris Plante and David Drouin of The Red Star Sound ([theredstarsound.com](http://theredstarsound.com)).

"McDougall & Duval did a great job of listening to the goals of our Marketing Committee, crafting a concept that was unique and effective, and pulling together a production team that brought the ad to life," said Anthony J. Battista, Vice President of Marketing at St. Mary's Credit Union. "We are grateful to work with an agency that approaches each campaign as a true collaboration, rather than 'just another job' they are doing for a client."

In addition to creating greater awareness for St. Mary's Credit Union, the spot was praised by several in the credit union industry for raising awareness of the differentiators that make credit unions a smart choice for consumers.

"I was thankful to have a client that was willing to step outside the box and trust the expertise and creative abilities of our agency," said Dan Duval, CEO of McDougall & Duval. "We are proud of the work we've done for St. Mary's Credit Union during the last three years, and look forward to continuing to earn their business."

The Credit Union Executives Society (CUES®) is an independent professional development association for credit union executives, which honors exceptional marketing campaigns in the credit union industry each year. Credit unions from across the country submitted entries, which were judged on the basis of results, creativity, planning and production quality. To view the list of Golden Mirror Award winners, visit [www.cuesgma.org](http://www.cuesgma.org).

#### **ABOUT McDOUGALL & DUVAL**

McDougall & Duval 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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