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Bernie & Phyl's has a new ad agency --- DeVito/Verdi

By [Chris Reidy](#) | GLOBE STAFF | AUGUST 01, 2014



REPRINTS PRINT

Ad agency [DeVito/Verdi](#) is the new ad agency of record for the Norton-based [Bernie & Phyl's Furniture](#) store chain, said Rob Rubin, president of merchandising and marketing at Bernie & Phyl's.

Bernie and Phyl Rubin founded the chain in 1983, and the couple became local celebrities of sorts as they appeared in TV ads that pitched their furniture. Their children --- Rob, Larry, and Michelle --- have appeared in more recent ads. The chain now has eight stores.

Previous ads were handled in-house.

Although based in New York, DeVito/Verdi is known locally for creating edgy campaigns for such Boston-area clients as [Legal Sea Foods](#), [Suffolk University](#), and [Tribe Mediterranean Foods Inc.](#) Other local clients include Herb Chambers Cos., City Sports, Fallon Health, and Massachusetts General Hospital.

Billings for the Bernie & Phyl's marketing budget are not being disclosed, the furniture company said.

"Our company has experienced a rapid rise since it was founded 30 years ago, and it's time we partnered with one of the industry's best to market ourselves as we evolve and grow throughout this marketplace," Rubin said in a statement. "Advertising helped us build this business, and we look to utilize it more thoroughly as we add creativity to all aspects of our marketing to reach the next level."

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