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Davis & Ferber is rolling out an ad campaign designed by Greenstone & Nehlen Marketing.

Davis & Ferber launches TV, radio campaign

By: Claude Solnik | September 12, 2016 | 0

Davis & Ferber, a law firm focusing on personal injury, medical malpractice, car accidents, nursing home abuse general practice, is launching a TV and radio campaign with the tag line "We give you back your future."

The Islandia-based firm is rolling out the campaign and a new website at www.davisferber.com as well as other marketing materials.

Port Jefferson Station-based Greenstone & Nehlen Marketing designed and is implementing the campaign ,which includes 30-second and 60-second TV and radio ads as well as 15-second law tips given by Steven Ferb relating to personal injury and medical malpractice.

Davis & Ferber, which says it has obtained hundreds of millions of dollars for clients, is running TV ads on Altice News12 and radio ads on Cox Media's WBAB.

The marketing push also includes a social media program, email, and direct mail campaigns as well as new brochures designed to give the firm a new look and more high-profile presence.

"We have been performing successful legal work and winning hundreds of cases for our clients," Steve Ferber, a founding partner, said in a written statement. "Now with our growing staff of over 25 professionals, it was time expand our reach."

David Davis and Steven Ferber joined forces in 2011 after long careers on their own with very different specializations. Ferber leads the firm's Personal Injury and Medical Malpractice Group. The new website indicates that since 1990, the firm has taken more than 200 cases to trial and verdict and recovered hundreds of millions of dollars on behalf of clients. He also served as chairman of the Suffolk County Bar Association's Supreme Court Committee.

David Davis, the other founding partner, heads the firm's Labor Relations and Employment Law Group.

For more than 20 years, he has represented labor unions and individuals as well as workers in a wide variety of cases.

He also specializes in union contract negotiations, serving as unions' chief negotiator in collective bargaining.

Davis has represented unions in hundreds of contract mediations, fact findings and binding interest arbitration proceedings.

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- LONG ISLAND
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