

# Business

THURSDAY

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## Success teams with National Pools

PARSIPPANY — Success Communications Group ParsIPPANY has signed as the agency of record for National Pools and Spas a family owned and operated pool and spa company based in Robbinsville. Success, a public relations and advertising agency, will work with the retailer to develop new advertising and marketing strategies, including the launch of the company's first television campaign. National Pools and Spas is the oldest full-service pool and spa retailer in New Jersey, with locations in Robbinsville, Green Brook, Hillsborough, and also in Bristol, PA. The Advertising and Marketing department of Success Communications Group specializes in print and broadcast advertising, branding, media buying and marketing strategies.