

Client Case Study



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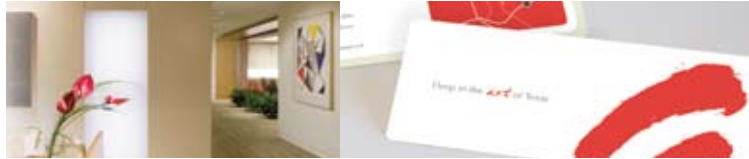
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the creative
act is the
defeat of habit
by originality.





Communicating “The Art of Law”...



Carrington, Coleman, Sloman & Blumenthal, LLP was looking to partner with a communications firm that understood how to build brand communications that would be consistent with their well-earned reputation as “lawyers’ lawyers”. After an exhaustive agency review, they selected Quill.



Client: Carrington, Coleman, Sloman & Blumenthal, LLP

Assignment: Brand development and communications

Space: Corporate law

Target: Corporate general counsel, law firms and executive level purchasers of corporate legal services

Scope: Establish key messages, media planning and the creation of printed and electronic communications

Business Issue: To create a brand approach that would reflect the level of sophistication of Carrington Coleman's practice.

Recommendation: Maintain and integrate "The Art of Law" as the driving theme on all printed and online communications. Establish key firm-wide messages and support new business development efforts through the creation of flexible presentation materials and an entirely redesigned Web site.

Solution: To build a graphic approach that projects an upscale image while maintaining the firm's distinct unpretentious personality.

Approach:

- Conduct key partner interviews
- Establish key messages
- Write partner biographies, firm overview and practice group descriptions
- Establish brand look and feel for internal and external communications
- Establish brand graphic standards
- Apply new brand look and feel to printed collateral and online communications
- Support new business development with the creation and delivery of tools
- Research and plan advertising media

Media:

- Printed and online media

Result: *"We chose Quill Advertising for three primary reasons. They demonstrated excellent creativity and creative initiative on our behalf as we pursue some major efforts to support our business development plan. Quill has also provided excellent client service across their team. I have worked directly with five of their team members who demonstrate consistent commitment and competence in each of their areas. Finally, Quill has a strong working knowledge of our industry while not being limited to a traditional line of law firm thinking. Quill has been an excellent choice for Carrington Coleman."*

Bill Bourland – Director, New Business Development, Carrington, Coleman, Sloman & Blumenthal, LLP