

Client Case Study



1111 West Mockingbird Lane, Suite 1300, Dallas, Texas
P. 214.630.8316 · F. 214.630.8122 · W. quilladvertising.com

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the creative
act is the
defeat of habit
by originality.



GARDERE

attorneys and counselors

Differentiating Through Positioning...

Legal Knowledge. **Human** Wisdom.

Gardere Wynne Sewell hired us to create a brand positioning line that would be used in all forms of communications to differentiate the firm from competition. Gardere is a law firm that has been practicing law for nearly 100 years. Our goal was to create a positioning line that would capture the essence of the firm's understanding of law and the wisdom they have earned over the decades of working with their clients. We hoped to create a brand position that would not go out of style and would remain relevant for the next 100 years.

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Client: Gardere Wynne Sewell LLP

Assignment: Brand positioning

Space: Corporate law

Target: Existing and prospective clients

Scope: Create a new positioning line that would be used as a longer-term cornerstone for brand communications

Opportunity: To create a new positioning line that would better reflect the core values of Gardere.

Recommendation: Create a well-rounded understanding of Gardere as a firm, its clients, the way the firm has done business for nearly 100 years, the people, the culture and the firm's competition. Once this understanding was achieved, we would create key attributes and qualities that represent Gardere and craft positioning lines that would be reviewed and decided on by Gardere's partners.

Solution: Legal Knowledge. Human Wisdom

Positioning written rationale: A positioning theme focused on Gardere's understanding of the relationship law plays in business, society and human interaction.

Lawyers pass the bar. Lawyers pass their board specialty certifications. They are tested on the same knowledge. But, knowledge is not enough. Being a good lawyer requires understanding. At Gardere, we go beyond understanding... Knowledge is learned. Wisdom is earned. 100 years of experience has created an institutional memory, an institutional wisdom about how law and people interact. Law is created by people, for people. There's a reason machines don't practice law, even though some firms can seem mechanical. People practice law for the benefit of people. Knowledge of the law is a given. What separates us from the rest is the understanding of the impact of the law on human beings. This approach supports the following philosophy of Gardere as a firm: "In our century of practice, we have learned that the law is for and by the people. Even when legal actions involve corporations, the impact is on individuals. It is this understanding that our clients are human beings and not legal entities that gives us insight into the impact of what we do."

Brand attribute checklist:

- Law is for and by the people
- Knowledge is learned, wisdom is earned over time
- Speaks to institutional memory/history
- Communicates the understanding of how the profession impacts the human element
- Wisdom implies propriety and ethical behavior

Approach:

- Communications auditing
- Competitive research
- Client brainstorm meetings
- Written rationale

Media:

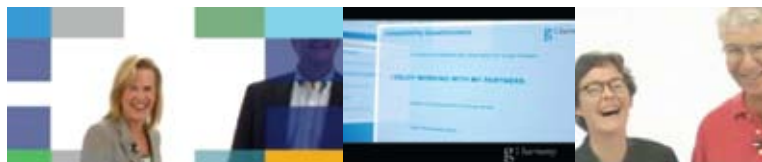
- Electronic and printed communications

Result: The newly introduced brand positioning line has been well received by the firm. The branding processes that will introduce "Legal Knowledge. Human Wisdom" will take years of calculated and consistent communications over a sustained time.

GARDERE

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Promoting the Harmonious Nature of Gardere's New CRM System...



Gardere Wynne Sewell hired us to create a unique way to introduce the firm's new InterAction CRM system to their partners and associates. Our idea was to play on the nature of what CRM systems deliver in a fun and memorable way that would be enjoyed and discussed for months to come. Our goal was to minimize fear of the new system and reinforce the idea of client sharing and cross-selling.

GARDERE

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Client: Gardere Wynne Sewell LLP

Assignment: Introduce Gardere's new InterAction CRM system

Space: Corporate law

Target: Firm partners and associates

Scope: Campaign series of mock-commercials used to introduce the new InterAction CRM system during Gardere's annual partners' meeting.

Business Issue: To create a fresh approach that would be used to introduce Gardere's new InterAction CRM system to partners and associates, and maximize use of the system.

Recommendation: Create a consistent series of produced mock-commercials that spoofed the most popular online dating service, eHarmony.com, which claims to use scientific data to provide people with their perfect match. Their success is based on asking the right questions to collect the exact data needed to find out what really makes people tick. The success of InterAction and the whole CRM project is dependent on collecting the right data so Gardere can find out all the client's needs. Then, "gHarmony" can match the client to the perfect attorney.

Solution: Promote the CRM system by using real Gardere partners as actors to connect with their peers and communicate the benefits of the system.

Terms used within mock-commercials – Pair the name gHarmony with a matchmaking term:

- gHarmony – Perfect match
- gHarmony – Long-term relationship
- gHarmony – The right partner makes the difference
- gHarmony – This could be the beginning of a beautiful relationship

Approach:

- Use an existing and well-known matchmaking service to creatively deliver information
- Use real Gardere partners as actors to connect with their peers
- Creatively deliver key messages that support the benefits of the InterAction CRM system
- Introduce the mock-commercials during Gardere's annual partners' meeting and distribute subsequently to others online

Media:

- Electronic presentation
- E-mail communications
- Online communications

Result: The gHarmony mock-commercials were well-received and were the buzz of Gardere for months after they were introduced. The light-hearted approach helped partners adopt a more receptive attitude toward the new system.