



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.



HUGHES | LUCE LLP

ATTORNEYS AND COUNSELORS

Refreshing the Hughes & Luce Brand...



Hughes & Luce hired us to update their brand communications. We started by reviewing the firm's communications, speaking with partners before updating the firm's key messages. To get the "Know-How to Win" message into the market, we recommended creating a series of advertisements that would appear in popular and widely-read news and business publications.

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Client: Hughes & Luce LLP

Assignment: Refresh brand key messages and create firm-wide advertising

Space: Corporate law

Target: Executive level business decision makers of corporate legal services

Scope: Key message development, media planning and the creation of a new firm-wide advertising program

Business Issue: Over the years, Hughes & Luce's client mix has changed from giant corporations to smaller, more agile emerging businesses. The firm needed to update its brand communications to reflect this.

Recommendation: Create a new advertising campaign that would deliver refreshed brand messages to a broad business executive audience.

Solution: Create a greater understanding of the evolution of the firm through the facilitation of a series of brainstorm Q&A sessions, conducting a communications audit and presenting new messages and communications that better represent today's Hughes & Luce.

Approach:

- Establish current key messages
- Create an advertising campaign to deliver refreshed brand messages
- Research and create a media strategy
- Place printed advertising
- Integrate refreshed brand messages and look and feel to other printed and online communications

Media:

- Electronically delivered to audience
- Printed advertising publications:
 - Forbes
 - Inc.
 - BusinessWeek
 - Fast Company
 - Fortune
 - Fortune Small Business
 - Money

Result: *"We decided to go with Quill over several competitors because we felt, given their rich creative talent, we would get some real out-of-the-box thinking on our advertising and overall messaging materials. We also felt they would team well with our lawyers, and in doing so, help us create some real excitement throughout the firm about the upcoming advertising campaign. They have not disappointed us in the least. They have brought us great ideas and have been terrific to work with."*

Rick Davis – Chief Marketing Officer, Hughes & Luce LLP