



Client Case Study



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the creative
act is the
defeat of habit
by originality.





Increasing Practice Awareness...



Winstead Sechrest & Minick was looking for ideas on how to increase awareness of their IP litigation practice. We delivered the ideas that did exactly what they wanted to achieve. We produced a thought-provoking advertising campaign that combined relevant information with graphically interesting photography.



Client: Winstead Sechrest & Minick

Assignment: Build awareness of Winstead's IP litigation practice through targeted advertising

Space: Corporate legal services

Target: Business-to-business: C-level executives and corporate counsel of targeted industry verticals

Scope: Advertising campaign series that promotes the value of protecting or defending a corporation's intellectual property interests

Business Issue: To create a fresh approach that would be noticed by C-level executives and corporate council decision makers

Recommendation: Create a consistent series of ads that would strike a relevant chord with the audience. Use images that the audience could identify with while linking the subject of each ad to the hot topics of IP litigation.

Solution: Use interesting photographic images and headlines that the targeted audience could relate to.

Approach:

- Research competitive brand positioning and communications
- Interview practice leaders
- Develop key messages that would support advertising messages and efforts
- Build an integrated advertising campaign that would promote the need for Winstead's services
- Research media and place advertising within targeted trade publications

Media:

- *Hart's E&P*
- *Offshore Magazine*
- *Oil & Gas Journal*
- *Electronic Business*
- *Semiconductor International*
- *Texas Lawyer*
- *Corporate Council*

Result: Winstead has increased market awareness of its IP litigation practice group and has received numerous inquiries attributed to their advertising campaign.