

Revealing the passionate personality within corporate law

Corporate law firm Cliffe Dekker's new brand awareness advertising campaign, which launched in the financial press on 18 October 2006, aims to convey a strong and bold message about the personality of the firm, with the first two advertisements in a series using the words 'passion' and 'success' to describe the character of the Cliffe Dekker brand.

These words are intended to demonstrate some of the firm's particular attributes, based on the opinions of the firm's people and its clients, whose views were sought during research interviews conducted by independent brand strategy experts.

A key element of the campaign, developed by Johannesburg advertising agency ARM, is the use of the copyright mark after each word. It signifies ownership of 'passion' and 'success' and tells the market that Cliffe Dekker people are passionate about what they do and proud of their own and their clients' success.

Bev Wright of The Wright Connection, Cliffe Dekker's marketing and public relations consultant, says law firm advertising is about establishing the firm's name in people's minds.

"Clients do not buy legal services on the basis of advertising. It is used more to increase a firm's visibility, to imprint the firm's name in the minds of existing and potential clients so that when they need legal advice, the firm's name remains top of mind."

Cliffe Dekker has undergone rapid growth in recent years and many changes, accompanied by a number of mergers and name changes, resulting in the absence of a clear brand identity. A year ago, the firm announced its affiliation with the world's second largest legal services organisation, DLA Piper, which has created further confusion.

"We felt it was time to create more visibility for the brand. The legal environment is dynamic and law firms are marketing themselves more actively and aggressively in a highly competitive marketplace. South African law firms are spending an estimated R25 million a year on advertising," says Wright.

She says that Cliffe Dekker will increase its share of advertising 'voice' in the coming year, but that advertising is only one component of the firm's overall marketing strategy and would be used selectively.

"When used effectively, advertising plays a role in projecting a positive image for law firms and can help to promote a firm's capabilities and service offerings. But it is only one component of a mix of marketing methods used to achieve recognition for the firm's range of services."

The ad agency's Richard Alcorn says most law firms do not differentiate themselves in their advertising message. "People seldom have the time or inclination to read advertising copy. We saw a need for a confident creative treatment in a

campaign that says a great deal about the brand without being longwinded."

For more, visit: <https://www.bizcommunity.com>