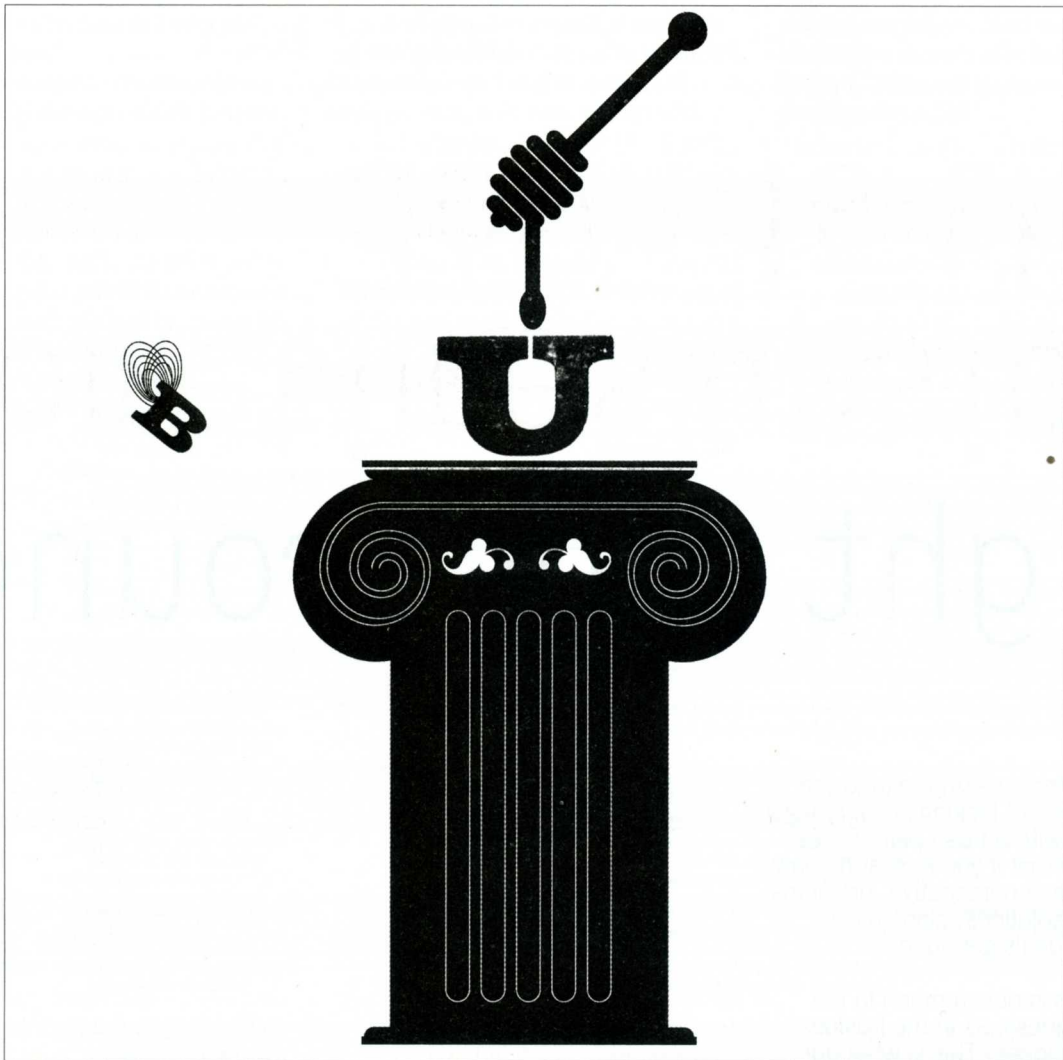


Sweetening the deal

As high-street names move into legal services and recession looms, law firms are becoming savvy about self-promotion. By *Rod Newing*



WITH RECESSION looming, innovation in marketing and public relations is becoming even more important as marketing budgets are pared back.

Stephen Allen, co-owner of Rapoport's online legal directory, says that whereas law firms have traditionally sold themselves as a service, they are now encouraging clients to buy into a brand philosophy.

"More firms are now working on their emotional selling proposition rather than their unique selling

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point," says Mike Walsh, managing director of Blueberry Creative, a legal design and marketing agency. "Buying decisions are as much about who you buy from as what you are buying. Branding in this context is about managing perceptions, expectations and delivery, not making sure all the brochures are in the right font and the same shade of blue."

This kind of approach in the Innovative Lawyers marketing and public

relations category is illustrated by Clifford Chance, which stood out for its International Climate Change Survey. Carried out with Gracechurch Consulting, the objective was to

inform and influence governments, regulators and business leaders.

The survey revealed that businesses see climate change as a significant opportunity, not a threat, and want to see more regulation, not less, to facilitate global trading. It secured exten-

Ensure that you lock in your key clients, develop them to the full and put in place pursuit teams to prise away competitors' crown jewels'

