



Case study: Gardner Leader



The Challenge

The main challenge for any law firm is establishing how to differentiate against the competition. In order to compete with other regional high street firms as well as the top London firms, it was essential that Gardner Leader differentiated themselves from their competitors. Law firms are known for promoting themselves as friendly and warm and whilst these values need to be adopted, it was essential that Gardner Leader's unique qualities were highlighted.

The Objective

Gardner Leader needed to create a differential from the other firms in London and the Thames Valley in a way that helped them meet their overall business objectives. Alongside this, it was also key to provide sufficient resource to ensure the marketing activity was delivered effectively.

The Result

Eyes Wide Open undertook a major review of the firm and its marketing activity. The results were:

- Re-positioning of GL as a firm that “delivers results”, together with new branding and associated collateral to reflect the values of the firm.
- A new website that increases client interaction and care, navigates well and portrays the services and values of Gardner Leader effectively
- Introduction and promotion of an Online Service function on the website to increase client interaction and offer a wider range of services to new clients
- Internal training on all elements of marketing activity to ensure the whole team is up to speed and on board with the adopted approach
- Integrated PR campaign to support campaign based activity, publishing articles in local and trade press
- Use of social media to enhance visibility to potential and existing clients

Fundamental to the success of the marketing support, was a structured approach which has been delivered by EWO. All marketing for the firm is now highly targeted and measured. Importantly, the results are tangible from increase in visitors to the website, to introduction of new clients.

“Since being instrumental in the development of our new branding and website, EWO have continued on a retained basis to build on our marketing development with the introduction of advertising and PR, marketing collateral, events and campaigns, as well as continued website and brand development, the results have been impressive and have supported our drive as a firm. EWO have continued to push us forward and the service levels they have delivered have been superb.” Derek Rodgers, Managing Partner

For more information on this and other projects, call us on 01844 273026 or visit our website www.ewo.uk.com



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