



Intellectual Property Case Study

Client

A highly respected regional firm of lawyers with over 25 partners across two offices.

Campaign brief

There were 2 aspects to this campaign; the first was to target possible referrers of IP work and the second to approach specific industry groups direct. The key aims were to raise the profile of the specialist Intellectual Property services offered by the client in the geographical area and specifically to arrange introductory meetings with potential clients and possible referral points.

Client services

All matters involving trade marks, copyright, patents, competition law, design law, database rights and "passing off" and in helping clients to resolve general intellectual property (IP) issues.

Target data

Specific sector groups within geographical area of a size greater than £2m turnover (or employee size greater than 40) including textiles, furniture manufacture, leisure, advertising, media and marketing.

Campaign 1

The client wished to arrange specific introductory meetings with potential referrers such as design, marketing and advertising agencies.

Campaign 2

Targeting companies where creative design and innovation had a particular prominence such as textile and furniture, IT and communications.

Results

The client achieved increased brand awareness within the target market and forged strong links with potential referral points.

The campaign continued over the course of 18 months and new client signings continued after completion of the project.