

The Manley Law Firm

Problem

How does a law firm gain traction about its services through more than just word of mouth?

Solution

Develop a digital OOH campaign to increase audience recognition of the firm.



Background

Frank Manley heads the law firm at The Manley Firm in Flint, MI. Most people only know him through word of mouth as one of the top defense lawyers in the region. The team wanted to brand his name and drive people to his website.

Objective

The team thought digital billboards in the market would be most effective, so it could change the tag line on a weekly basis. Late in the campaign, the campaign added a showing of surface street posters.

Strategy

The team planned at least two highway digital units running at one time for six months. At times, the team increased the campaign to all five digital units it had in the market, all with the same design. About two-thirds of the way through the campaign, the team added Manley's photo - with a stern look on his face.

The firm had over 100 people comment on its Facebook account in the first few days the photo was run.



Plan Details

Markets: Flint, MI

Flight Dates: January 2016 - Present

OOH Formats Used: Digital Bulletins, Poster Showings

Target Audience: 18-35 men

Results

The law firm immediately received feedback from other attorneys in town, saying they were encouraged by his campaign. The Manley Firm received a spike in their website "hits" and telephone calls to the firm asked specifically for Frank Manley, even though he does have other associates.



Audience Metrics

Relevant metrics: He averaged 2,108,492 impressions per four-week period.