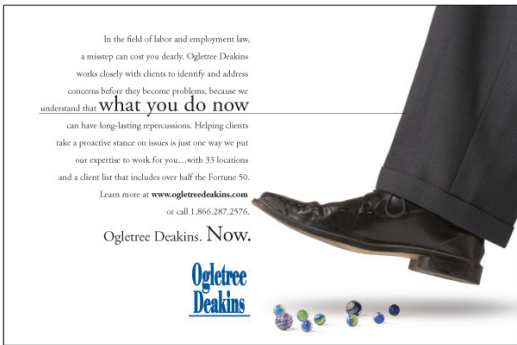
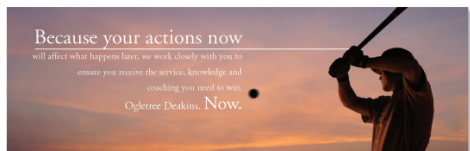
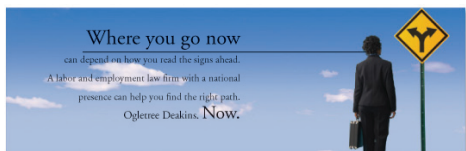


Case study: Ogletree Deakins



Advertising Support

Web support



Who is...

Ogletree Deakins is among the nation's largest and most respected labor and employment law firms. With lawyers strategically located in 33 offices across the United States, Ogletree Deakins serves more than half of the Fortune 50 companies.

They needed to...

- Maintain the established brand identity that reflects the firm's corporate culture
- Appeal to several audiences – in-house counsel, human resource directors and law industry at large
- Develop a flexible concept that works for national and local insertions as well as color and black/white ads

Hood created...

- Campaign platform that emphasizes the need for expert assistance at critical decision points
- A concept that is reinforced by stop-action photography and the "Now" headline

Resulting in...

- One themeline that concentrates on the benefits of working with Ogletree Deakins and creates a sense of urgency
- Extension of the print campaign materials to banner ads and online ad placements
- Strong presence in the Wall Street Journal as well as national law publications

They say...

"Our four-year relationship with Hood Marketing Solutions speaks to their tremendous level of service, talent and professionalism. The new campaign is highly focused on our proven expertise in every area of labor and employment law and the benefits it offers to management."

Joseph L. Beachboard
Client Services Committee Chair