

# RADIO case study

## Background

- Arash Khorsandi and his powerhouse accident lawyers at Arash Law are California's go-to injury defense legal force
- They have earned a reputation as a friendly, aggressive, and hard-working law firm through years of exceptional service - in language!
- Arash partnered with Univision Bay Area to inform the Hispanic community about their legal rights and feel confident and assured in the face of serious injuries and hefty medical bills after an accident

## Objectives

- Drive awareness
- Generate new leads in a competitive market
- Make the legal process as easy and painless as possible for new clients in language
- Demonstrate the Arash difference.

## Solution

### Voz Legal (Legal Voice)

- Arash Law "Voz Legal" launched their campaign in February 2021 on KVVF, KBRG and KSOL.
- Creative executions included :60; :30; :15 and premium four-minute interview style segments.
- Local radio personalities served as brand ambassadors across radio platforms and social media to raise awareness.
- Segments ran up to four times per week on each station and covered topics including:
  - What to do after a car accident (10-step checklist).
  - Who is liable for a truck accident in the state of California?
  - California bicyclist rights and responsibilities.

## Results

- Radio generated an average 4+ leads per week.
- Commercials and segments were effective and delivered a strong return.
- Cost per leads dropped compared to non Voz Legal campaign.



**ARASH LAW**  
INJURY LAWYERS

