

## Personal Injury Law Firm

### Background

- A personal injury law firm with two certified trial lawyers that is established in the community.
- Committed to making a positive difference beyond legal services.
- Community-focused law practice.

### Objectives

- Maintain share of mind within the community as the personal injury attorney that cares and delivers results.
- Receive a solid return on advertising investments.

### Solution

#### Promote the Difference

- Use strategy-based messages that highlight how clients are treated.
- Creatively incorporate tips that are relevant to the business that would be helpful for consumers. One example was driving safety tips such as “Don’t Text And Drive” campaign messaging.
- Campaign is multi-tactic: radio, video, display, sponsorship of community events.

### Results

- Personal Injury Law Firm continues to maintain awareness in the community as the go to for personal injury cases.
- The firm continues to grow its client base.
- Over the course of 19 years, the law firm has added additional stations and marketing tactics available through Leighton Media.