



PLAY LAW FIRM BINGO

Over the last 20 years, a number of law firms have focused on their brands and been relatively adventurous.

Time has moved on and times are changing. Suddenly many of the brands that were so distinctive, are saying the same things, in a similar manner. Many also look surprisingly similar to one another.

On the reverse, we share some of the law firm clichés we've uncovered. How many is your brand using?

Play our bingo game to find out.

P.T.O

HOW TO PLAY:

On the bingo card below you'll find some of the clichés we referred to. Using the bingo dabber (or marker to you and me) provided, dab all boxes that apply to you. Be honest! When you've finished, pull out your bingo card, find out more about what we think and tot up your score. If you're not happy with it, then give us a call. As creative communications specialists, we'd be happy to help.

BINGO



We have a long, idiosyncratic name



We struggle to use our logo as an avatar



Our partners are very involved in brand and marketing



We had a trendy brand makeover in the noughties



We use abstract digital imagery



Our brand lacks the human touch



We define ourselves by our dominance in the sector



Our story is full of statistics and numbers



We reference how long ago we were established



We're going through a merger, have gone through a merger or are in merger discussions

HOW DID YOU SCORE?

..... / **10**

<p>◆ ABCDEFGHIJKLMNOPQRSTUVWXYZ ◆</p> <p>Quirky long name Move over Pugh, Pugh, Barney McGrew, Cuthbert, Dibble & Grubb. The people may be long gone, but their hard to recall names might not be</p>		<p></p> <p>Out of step avatar Many firms' names are long with purely typographic logos. They often fail to translate into an avatar. The result is something different to the core brand or a fudge</p>	
<p></p> <p>Over-involved partners Partner interest and involvement is important. However the chances are they might be rather more involved than they need to be</p>		<p></p> <p>Outmoded makeover Enthused by Linklaters' brave rebrand, many did. Quite a few of them are beginning to look a bit outdated</p>	<p></p> <p>Photographic clichés It's often dark, sinister and a bit of a cliché. It's necessary to explain your profound knowledge of technology, but there are better ways of delivering the message</p>
<p></p> <p>Lack of humanity Client relationships are person-to-person, but many law firms' brands lack a human anything. Classy B&W portraits buried deep in the website don't cut it</p>		<p></p> <p>Scale over-reliance Not everyone can be first and foremost. Except in the legal sector. Most are big on claiming to be the largest, leading, preeminent and best-in-class</p>	<p></p> <p>Stories by numbers Evidence of scale and success matters, but as support not the story itself. Often, anything that can be counted becomes the story – countries, offices, partners, lawyers etc</p>
<p></p> <p>Over claiming Leading firms go through numerous evolutions. Claiming an over long date of establishment, will belie that it's likely to be many incarnations ago</p>			<p></p> <p>Merger challenges And if you are, what better time of thinking to up the ante on your brand and communications</p>

So, what does it all mean?

Whilst the bingo card is a little tongue in cheek, there is a serious point at the heart of it. In comparison to other sectors, the brand, marketing and communications bar has traditionally been high in the legal sector. Firms such as Linklaters led the way and others followed (though perhaps a few could have been accused of 'repainting the front door' rather than doing something more profound).

However time has moved on. Brands need to work effectively in more varied places and spaces, and in the legal sector some are struggling to do so. The ability to embrace and lead on the constant march of technology is important for everyone, and not always effectively managed. In a sector that is nonetheless all about human relationships, many brands and communications are devoid of a human anything. In a bid to come across as biggest and best, many firms are failing to capture and communicate their purpose well or at all. And if this is the case for you, we can help.

We're a creative consultancy of communications specialists. We specialise in brand, brand and marketing communications, internal and employee communications. We develop strategy, write copy, design creative and implement our recommendations. We focus on business-to-business. We're Frank, Bright & Abel. Not who we are, but what we do and how we do it. Whatever you want us to be, do get in touch.

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