

Law Firm Inc.

IDEAS & INNOVATIONS FOR FIRM MANAGEMENT

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ALM

The **M** Word

By Tamara Loomis

A look at a few winners of this year's Your Honor Awards from the Legal Marketing Association.

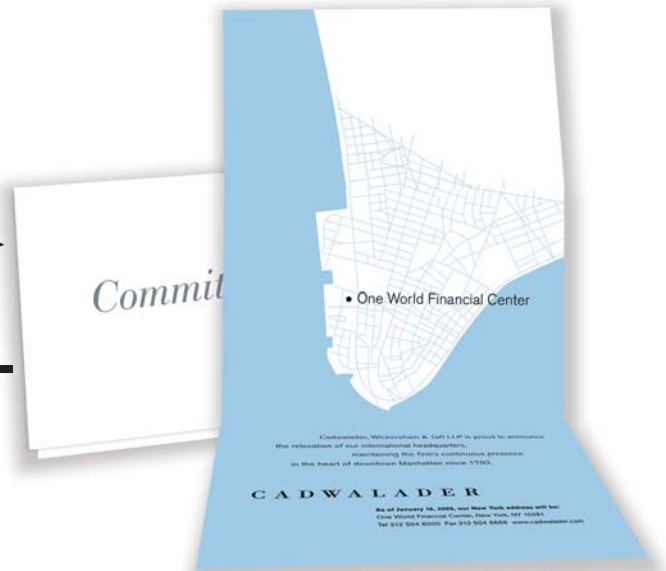
LMA Awards

Announcement

Have You Heard?

An office move ranks right up there with the most mundane of announcements. Done right, however, it's a marketing opportunity. The winner of this year's award — Cadwalader, Wickersham & Taft — used its move from one building in downtown New York City to another building a few blocks away, to market the firm to its Wall Street clients on several levels, says director of marketing and communications Claudia Freeman. The announcement emphasized the firm's central role in the financial district, identification with the City of New York, and its commitment to downtown during a time — post 9/11 — when there was a lot of uncertainty about the area's future.

The announcement, which was sent to upwards of 50,000 recipients, conveys these multiple messages through a mailer that unfolds into a series of panels depicting iconic symbols of the financial district — Wall Street, the New York Stock Exchange, and the Federal Reserve Bank. "It's enticing because you really have no idea what you're looking at," Freeman says. The mystery is solved once the piece is fully opened, revealing a map of Manhattan that marks the lower tip as Cadwalader's new home. Co-chair Lawson says: "They really thought about how to get eyeballs on their message, even though the message itself [We've moved!] is pedestrian."



Select Winners

First Place

ANNOUNCEMENT

Cadwalader, Wickersham & Taft

In "On the Move," the firm emphasized that moving to new offices didn't mean that it was leaving New York City's financial district, despite the 9/11 terrorist attacks.