

blueberrycreative

case study



ANDREW & CO
SOLICITORS

getting the message across

createawareness

Andrew & Co (Year one)

Description:

Established in 1832, Andrew & Co is a Lincolnshire based Law firm. The firm provides legal advice in a number of areas spanning both commercial and private clients.

Brief:

- Develop and execute a marketing plan that will;
- Raise awareness of Andrew & Co in the region
 - Focus new business development

Scope:

Marketing Consultancy
Direct Mail
Press Advertising
Corporate Literature
Departmental Campaigns
Exhibitions and displays
Website
Corporate gifts
PR

The Approach:

When Andrew & Co were introduced to Blueberry Creative, they had recently refreshed their corporate identity but little internal work had been conducted on Andrew & Co's position in terms of who they were and the future ambitions of the practice.

Initially a meeting was set up with the partnership to help unearth the brand values and business aspirations that the firm had. From this meeting Blueberry Creative were also able to establish what the partners wanted to achieve from their marketing campaign. Ideally, Andrew & Co hoped to attain a large regional reach to both businesses and individuals in the area.

Before communicating specifically targeted messages for the practice, Andrew & Co knew they had to increase general awareness of the firm. To achieve this Blueberry developed a two pronged, 12 month marketing strategy, which could easily be adapted to run across a number of channels. Andrew & Co distributed 2000 direct mail postcards on a monthly basis to both residential and business addresses in Lincoln. Prime positions once a month in the local business newspaper and regional daily paper provided a solid base for reaching their target audience through the press. These adverts were then supported by regular positions in other regional publications.

The first part of the campaign concentrated on establishing the Andrew & Co brand in the Lincolnshire area. Using the ampersand of the Andrew & Co identity, Blueberry created a campaign that was deliberately simple and copy based, the consistency and boldness of the executions created desired awareness and recognition. This campaign would provide a solid base for Andrew & Co to build future communications around.

The second phase of the campaign saw the continued utilisation of the identity but with the ampersand being carried through to a different graphical style. Through this change, Andrew & Co were able to communicate more subtle and specific messages.

In addition to the main campaign, Andrew & Co also required an updated suite of literature to correspond with their new identity. For this Blueberry designed and produced A5 corporate brochures for key departments. The family law team also ran a four-month campaign in regional press to specifically promote their services and seminars, Blueberry provided a 6pp mailer and advertising artwork for this mini campaign.

Client's comments:

"Blueberry took our basic logo and built a brand, instantly recognised as Andrew & Co. and talked about throughout the region"

Peter Bateson, Practice Director