

blueberrycreative

case study



Kimbells LLP
SOLICITORS

Kimbells LLP
Brewing • Pubs • Hotels • SOLICITORS

helping growth

increasebusiness

Kimbells LLP

Description:

Kimbell's are a Milton Keynes based law firm. The firm provides commercial services to a variety of companies both regionally and nationally. Within the firm they have a department that focuses specifically on the brewing, and hospitality sectors

Brief:

Publicise the firm's hospitality department through creating a marketing tool that will aid in business development

Scope:

Corporate Literature

Logo Update

Corporate Gifts

Newsletters

Website

Press advertising

The Approach:

It was evident during initial meetings that the Kimbell's team were passionate about their work and standing as real industry experts. The produced literature was to have a dual role: Firstly, based on their experience, the department were able to get meetings and pitch for work but wanted something that they could leave behind that was specific to their services rather than generic corporate literature. Secondly the literature was to be used as a communication tool in its own right, introducing to the reader the specialisms and expertise of the team without a member of the department actually being present.

As a firm, Kimbell's place huge emphasis on customer care and going that extra mile for their clients. These qualities and the approachability of the team needed to be communicated through the brochure.

The client team were also keen that the brochure should introduce the individuals that made up the team and that their individual skills be communicated. This had the effect of qualifying their claim to be experts; it also highlighted their approachability. Blueberry decided quite early on that the Kimbell's team should have a wider role; standard head and shoulder photography of the team would not communicate any real difference. The Kimbell's team had to actively illustrate their industry know how.

To illustrate the fact that each member of the department is a specialist in their field with real trade experience, Blueberry organized a two day photo shoot where members of the team were photographed in real trade situations. This resulted in solicitors being photographed working on the bottling line of Charles Wells Brewery, serving food at a Chef & Brewer pub and cleaning the rooms of a Premier Lodge hotel.

The finished 12 page brochure clearly communicates the fact that Kimbell's are different from the majority of other law firms. The team's passion, approachability and standing in their chosen industry is obvious to anyone who sees the brochure.

The brewing sub brand has been further developed since with a dedicated website and supporting collateral created by Blueberry. The main Kimbell's logo and brochure has also been updated.

Client's comments:

"During a presentation the chief executive did a double take looking between me and the cover of our brochure. He looked at the next page and then at Leo Skinner, seeing the picture of him reversing a lorry in our brochure, and laughed. We were unsuccessful in our pitch but a few days later he rang me and said that from looking at our brochure he felt that we were people he could work with. He's been a regular client ever since".

Peter Holden, senior partner, Kimbell's LLP