

Caroselli, Beacher, & Coleman

Problem

How do you increase a local law firm's client base in a competitive market?

Solution

By using a year long detailed out of home (OOH) multi media campaign.

Background

Caroselli Beachler & Coleman is a prestigious Pittsburgh law firm that had become sluggish in their advertising efforts. For years, much of their business came through referrals but as senior partners retired, it became abundantly clear to the firm's younger lawyers that something needed to be done. They had previously tried several forms of advertising, but not OOH.



Objective

Caroselli Beachler & Coleman needed to re-energize the brand and connect with a younger generation.

Strategy

The client used a mix of traditional bulletins and posters, as well as digital posters that would focus on three areas of law in which they specialized, mesothelioma, workers compensation, and personal injury. The attorneys pinpointed specific geographic areas where they were likely to find a higher concentration of potential clients and strategically chose which areas of expertise to advertise in each geography.

Plan Details

Market: Pittsburgh, Pennsylvania

Began October 2, 2017 through the year.

Results

Almost instantly after the billboards went up, the firm heard feedback via comments from colleagues. Then, phones started to ring and they noticed an increase in traffic on their website. Attorney Fred Soilis says the billboards have definitely raised the firm's profile in the market and he's completely satisfied with the results to date.