

**Marketing and PR category** ■ Stand-out ■ Highly commended ■ Commended

Firm name	Name of innovation	Originality	Rationale	Impact	Total	Description
Eversheds	“Management Styles” PR campaign: extensive press coverage from focused research on the effects of bad management	8	8	7	23	A topical idea devised and executed by the firm’s PR team. Designed to raise awareness of the firm’s leading employment practice, its e-learning product for clients, “respect@work”, and one of the firm’s core values, which is being a “good place to work”. Outside of the traditional comfort zone for lawyers, it positions them as thought leaders on a non-legal but business-related subject.
Linklaters	Corporate Mobility in Europe campaign (Linklaters’ German team): Integrated marketing campaign, using a suite of available mechanisms	7	8	8	23	The partners identified an issue key to their client base, and then wrote a book about different EU laws affecting corporate forms, newsletters and presentations to clients. The campaign received good PR and resulted in client instructions.
Allen & Overy	Part of the family: award-winning alumni programme	7	7	6	20	This includes a website and a suite of other activities, such as the staging of “The Pirates of Penzance” in the firm’s new office, involving some 70 alumni. A yearbook, office space for ex-A&O solicitors, and a willingness for past and present A&O people to mix, make the programme stand out from others.
Ashurst	“Beyond the Headlines”	7	6	7	20	A wide-ranging series of lectures and debates on topical issues such as terrorism, civil liberties and constitutional reform with high-profile, famous speakers. It secured good attendance and, unusually, PR for a law firm event.
Eversheds	Age discrimination PR campaign: authoritative research about the effects of the legislation to the media	7	6	7	20	This was cutting edge PR in the legal sector to position traditionally reluctant media spokespeople – lawyers – at the centre of an issue that affects everyone. More than 100 pieces of coverage generated in significant media.
Simmons & Simmons	PR campaign following a report on corruption and international business	6	7	7	20	The firm co-sponsored the corruption report with Control Risks, an international consultancy. It received extensive global press coverage and was also used as a business development door opener.
Taylor Vintners	Charities marketing campaign to help them adapt to Charities Act	6	8	6	20	This instituted the first Charities Conference in the region to give strategic direction to charities, followed up by free master classes. It directly generated debate over the future direction of charities and their commercial operations.
CMS Cameron McKenna	“Why don’t law firms listen?” Published in December 2006 to highlight the problems with law firms’ client service	6	6	6	18	A bold report about the traditional image of law firms and their client service approach. It received widespread media coverage. CMS have agreed with BPP Law School to include a client service module in the firm’s LPC course. It has also been used as a business development talking point with selected clients.
Clifford Chance	Multi-jurisdictional European Class Action task force	6	6	5	17	A web-alert centre allows clients to easily access Europe-wide know-how and latest legal developments. A task force works closely with the European press and clients in seminars and roundtable discussions.
Freshfields Bruckhaus Deringer	“Your information - are you in control” jigsaw seminar	7	5	5	17	Client seminars on areas of risk such as money laundering and corruption which involved role play and professional actors.