



Measuring Brand and the Competitive Landscape

Understanding how clients view your firm compared to your competitors is vital to sharpening and maintaining your competitive edge.

We have been measuring the strength of law firm brands for seven years based on feedback from more than 16,000 senior in-house counsel in organizations with revenues of \$50m and above across 55 countries, through our annual Sharplegal* survey.

Our in-depth analysis allows you to accurately gauge the position of your firm vis-à-vis your competitors and to understand the ways in which you can boost your brand profile. Acritas data also offers unrivalled benchmarking to help you identify long-term trends and anticipate market changes.

Acritas' Brand Tracking Toolkit reveals:

- ▶ **Clients' top of mind awareness and favorability levels for over 250 firms** by:
 - ▶ US region and state
 - ▶ Client industry
 - ▶ A range of demographic measures including organization size, gender and age.
- ▶ This intelligence will allow you to accurately **compare your firm's brand equity** with that of peers.
- ▶ By **pinpointing strengths and weaknesses** in your firm's brand profile, the data will help you to **confidently identify** the most important **areas for investment**.

**Sharplegal is the most comprehensive annual study of the global legal market available and the world's leading source of insight for law firm growth.*

Why choose Acritas' research?

- ▶ We interview **over 2,000 senior in-house counsel across 55 countries** every year. This means we can cut our data to suit your needs while maintaining robust base sizes so you can rely on Acritas insight when making business-critical decisions.
- ▶ We insist on only interviewing **key decision-makers**, so you know you are getting accurate feedback you can trust.
- ▶ Unlike others, we **never 'roll-up' our data**. We conduct over 2,000 new interviews every year which means you will always get the most up-to-date insight available.
- ▶ Sharplegal has run **every year since 2007** which means you can access long-term market trend intelligence, thanks to seven years of benchmarking data.
- ▶ We only use **highly trained** interviewers who work to **strict standards** that avoid leading and biasing respondents. This way, you can have complete confidence that you are using the highest quality data available.
- ▶ We conduct **all interviews in the appropriate language** for the respondent's country, so that nothing gets 'lost in translation'.
- ▶ **The world's fastest growing law firms trust Acritas research to guide their strategic growth plans.**

Discover more: For details of additional in-depth brand drivers data available please contact **Lizzy Duffy** on **+1 646 480 5738** or email **eduffy@acritas.com**