

Developing an enduring brand

Stand-out firms achieve outstanding results

The release of the Acritas Global Elite Law Firm Brand Index in September 2014 demonstrated the clear link between brand strength and firm growth.



Acritas' Sharplegal study of over 2,000 senior legal decision makers contains all the data needed to help law firms to develop an enduring brand that will deliver tangible financial results.

Defining your true identity

The strongest brands are founded on realism and a thorough understanding of existing external perceptions of the firm's strengths. Sharplegal provides a truly independent and global view of your firm's strengths, weaknesses and consideration for work from senior legal buyers.

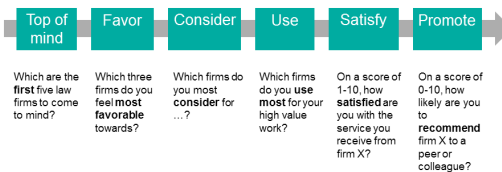
Turn theory into reality

The feedback we receive from senior general counsel through our annual Sharplegal research clearly shows that the right positioning and a distinctive, well-integrated brand can elevate a firm from average performer to market leader. Using Sharplegal data, firms can identify which characteristics genuinely set them apart from the competition, providing a realistic, robust base for brand strategy and messaging. Stand-out against key characteristics can be tracked and measured, providing real metrics for brand measurement.

Invest in your clients

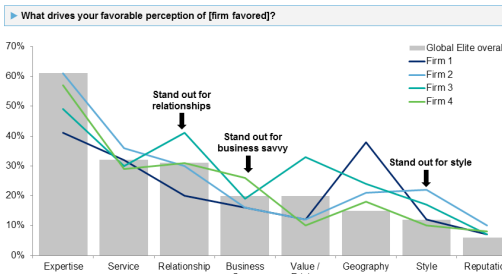
The fastest growing firms are those which get close to their clients and customize their service to meet clients' anticipated needs. Law firm brands associated with speed, service quality and value for money win loyalty. Sharplegal data can measure your performance against these key attributes allowing you to align service delivery with those all-important brand promises.

Brand cycle



Favorability drivers

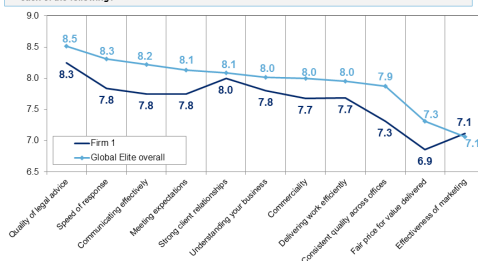
Identifying points of differentiation



Attributes

Global 2013

On a scale of 1 to 10 where 10 is excellent and 1 is poor, how would you rate [Firm X]'s performance in each of the following?



For further information on how Acritas can help your firm, please contact Elizabeth Duffy on eduffy@acritas.com or +646 480 5738. We would be delighted to hear from you.