

Bingham Runs an Ad in Yes, The New Yorker

By **Larry Bodine**, a business development advisor based in Tucson and Chicago. For the last 19 years, he has helped law firms nationwide attract new clients and generate new business by using strategy, business development training and individual attorney coaching. See www.LarryBodine.com. He can be reached at 630.942.0977 and Lbodine@LawMarketing.com.



There among the articles discussing the newest plays on Broadway and the deep thoughts of intellectuals in a recent *New Yorker* magazine was, **yes, a full-page ad from Bingham**. It depicted a flock of flying manta rays, crocodiles, ostriches and geese winging their way across an empty sky.

The ad promoted, "Diversity elevates everyone's talents" and highlighted bingham.com.



"Bingham's target audience is high-level decision-makers in global financial services organizations and Fortune 100 executives. The *New Yorker* premium brand was appealing to us, and the response has been outstanding," said senior public relations manager **Claire M. Papanastasiou**.

Here's a link to an item chronicling the firm's journey from a 200-lawyer regional firm to a 1,100-lawyer global enterprise, www.bingham.com/Page.aspx?PageID=4

Why pick the readership of the *New Yorker* as opposed to another magazine?

"Bingham always aspires to lead the legal industry in adopting creative and strategic approaches to advertising. In addition to The New Yorker, we advertise in other national and global publications — both the print and online versions. **We are constantly looking at high-visibility publications that provide a "pop."** The *New Yorker* is well known for its cutting-edge, award-winning editorial and intellectual audience. The publication carries advertising from top-tier global businesses and B2B advertisers, and it made great sense for us to be in that same space," she said.

Why promote diversity, as opposed to the firm's size, worldwide reach or results?

"The ad aspires to capture a theme in one frame and with minimal words. At Bingham, our commitment to diversity and inclusion is all about harmonizing and harnessing talents, abilities, strengths no matter what the differences, and in many instances, history and previous tensions," she said. "We believe that the ad achieves this message in allegorical form, while reaffirming the global Bingham brand."

Don Easdon, the firm's creative director, designed the ad. The in-house marketing and branding teams did the internal and internal testing. No ad agency was used.

"Our clients and internal constituents have reacted very favorably to the "Flock" ad, commenting on the power of integrated practice teams as well as the benefits of a broader diversity program," she said.

Lessons learned

- Advertising is expensive. If you're going to run an ad, it's got to be eye-popping and catchy, or you've wasted your money. Many law firm ads miss the mark – they hit viewers over the head with sales messages, others a jammed with text with the firm talking about itself, and some have a picture of a gavel/courthouse/blind justice/columns/lion/tiger/bear or other trite image. Job number one is to stop a reader in their tracks with a "hey – made you look!" hook.
- If you're going to run an ad, put it in an unexpected place. This is why you see smart law firms wrapping city buses with an ad or placing giant posters in airport hallways. This catches viewers' attention, as opposed to an ad in the state bar journal or ACC Docket, where you would expect to see a law firm ad.
- Your advertising message must be different from saying "we're so great" or "we can do this" or "here's some information all about us." The ad should either talk about results achieved for the firm's clients, address the unique audience of the publication, or bring up a point the reader didn't expect. The point of a good ad is to make your firm *different*, not the same as everyone else.

For more on this topic, call:

Larry Bodine, Esq.

Business Development Advisor

Tel: 630.942.0977

E-mail: Lbodine@LawMarketing.com

Web: <http://www.LarryBodine.com>

Assisting law firms for 20 years:

- Training lawyers at firm retreats.
- Coaching lawyers to develop their personal marketing plans.
- Developing business development strategies.
- Using technology to market a practice.

