



LUMERIC™ Project Summaries

Project Type:

Branding Strategy

Sector: Legal Services

Company Size: \$10M+

Company Position:

Market Leader

Client Level:

CEO

The Critical Decision:

Should this acquisitive legal services platform continue to operate under separate brands or should it re-brand under one name?

The Answer:

Re-branding under one name would significantly enhance the clients competitive position as no competitor could match the breadth and depth of the offering

The Discussion:

The client provided a broad set of legal services to law firms and in-house counsel under the various brands of its independent subsidiaries. One subsidiary was a leader in moving many of these services online.

Lumeric conducted an extensive set of in-depth interviews with customers from each division to determine the feasibility of re-organizing under a single master brand. The research showed the majority of clients were buying legal services piece mail from different providers because there was no firm offering a one-stop-shop. This single source concept was very attractive from an efficiency stand point and combining it with the online divisions offering would move the firm into a unique, highly differentiated position that could capture significant share. Once this strategy was set, Lumeric conducted a brand positioning work shop with management where the new companies positioning, name and tag-line were created. 