

Thompson Hine's

"Sports Answers"
Change The Game.

A curve ball
hits the ground
and then bounces
over home plate,
belt high, into the
catcher's mitt.



Was that a ball or a strike?

Every field calls for highly technical expertise.
In the legal field you call Thompson Hine.

Plus, our SmartPaTH® approach to client service brings our expertise to you in the most efficient way, ensuring an open, transparent working relationship and a more cost-effective engagement.

Let us show you all the ways our experience and approach are technically better.

And, for the answer, visit
ThompsonHine.com/Answers.

THOMPSON
HINE



A Smarter Way to Work – predictable, efficient and aligned with client goals.

CREATIVE BRIEF

Following many years of low visibility in the marketing space, 107-year-old Thompson Hine LLP needed to re-establish its name and brand position with a high visibility campaign that could drive client and prospective client engagement. The firm's proprietary project management model known as "SmartPath®" needed to serve as a key proof point to the firm's unique and highly accountable approach to client service.

A key differentiating quality of Thompson Hine is a deeper level of expertise, across a variety of industry verticals and specialized fields of law. Our campaign needed to convey this in a way that would not come across as legal speak or boastful.

Note: The legal field is a conservative one. Cleveland is a traditionally conservative town. This provided us with an opportunity to stand out among the crowd, daring to be different while remaining credible. Our message, design and placement had to be as conspicuous as it was distinct to make Thompson Hine's refreshed position loud and clear.

Also consider: the competitive field of legal firm advertising tends to be driven by claims, delivered through a voice that talks at the reader. Thompson Hine needed to employ a more "consumer" centric advertising approach with a voice that actually involves the reader, drawing the audience not with a claim but rather with an element of intrigue. This sense of curiosity would be paramount in order to drive the audience to our website to learn more about SmartPath®.

A player
inadvertently tips
a pass into the
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basket.



Who gets the credit for those points?

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MARKETING OBJECTIVES:

Goals were to increase awareness among Cleveland C-level executives and general counsels, create industry buzz, feature SmartPath®, and use an awareness-building channel to drive traffic to our website. Increased visibility was also intended to build internal pride.

The campaign began in April 2017. Agency costs were \$8,000 and our media spend totaled \$21,000.

A web page provided “the answers” to questions posed in our ads. Visits to that page served as our performance indicator.



Hitting out of a sand bunker, the ball is accidentally struck a second time in the air by the club shaft.

How do you score that?

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"Sports Answers" Campaign

Ad 3 of 4

TARGET AUDIENCE:

Primary target was Cleveland C-level executives and in-house general counsels. Secondary target was the internal audience. A series of five sports-themed ads were rotated and aligned with the sport's seasonal calendar. Answers to the sports questions were posted on our website to strengthen our call to action.

RESEARCH AND PLANNING:

Our media audit informed us that our primary competitor brands had significantly more presence in the marketplace than Thompson Hine.

Our investigation into media options led us to Crain's Cleveland Business magazine, whose 20,000 subscribers span our eight-county target area (of which 74% read three out of every four weekly issues). We could blanket our target market in a matter of a few months.

Creative planning around a sports theme was driven by Cleveland's exceptionally passionate fan base, also evidenced through intensive corporate sponsorship support. Concepting, production and trafficking was spearheaded by our partner marketing firm.

MESSAGING:

Position ourselves as the "technicalities" experts.

The technical rulings of sports served as a luring facsimile, presenting circumstances that require an absolute expert (umpire, referee, etc.). The exceptionally rare scenarios helped to convey our firm's highly technical "ready for anything" knowledge base when it comes to legal field of play.

An extra point is blocked, picked up by the defending team, and run all the way back into the kicking team's end zone.



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RESULTS

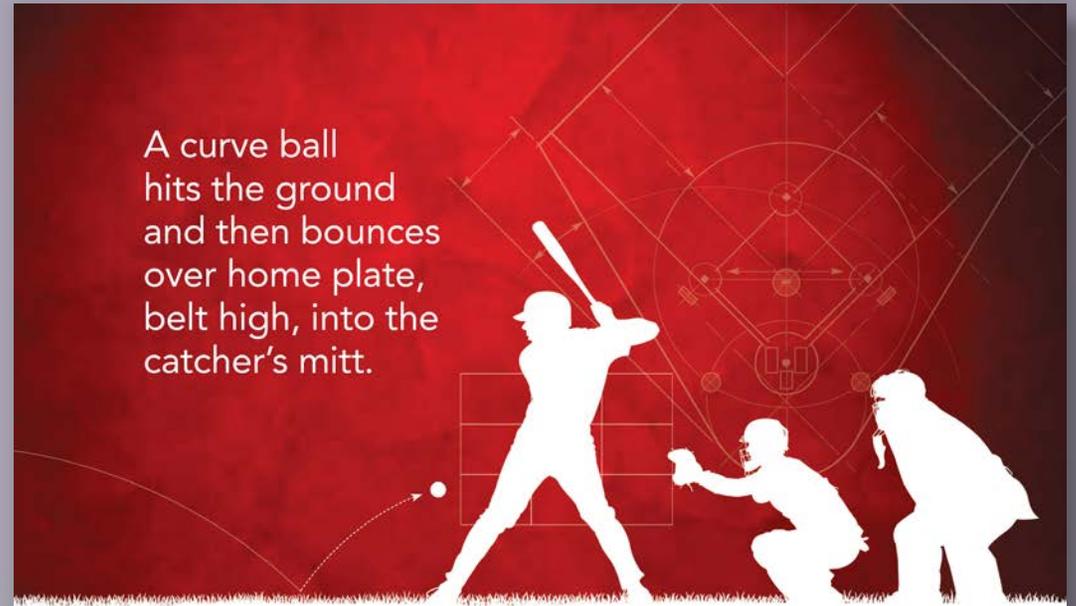
ROI can be best quantified in terms of significant positive feedback from internal and external audiences.

Analytics confirmed our website's "answer page" had 866 visitors, most from reputable organizations spanning financial, manufacturing, consumer goods, technology, media, academia, real estate, healthcare and retail. We realized added visibility by pushing the campaign into social media. As a law firm sized in Cleveland's top four, Thompson Hine once again looked the part across a breadth of industries.

Important, but hard to quantify, was the spike in employee morale generated from the campaign's visibility and creative positioning within a reputable publication and competitive marketplace.

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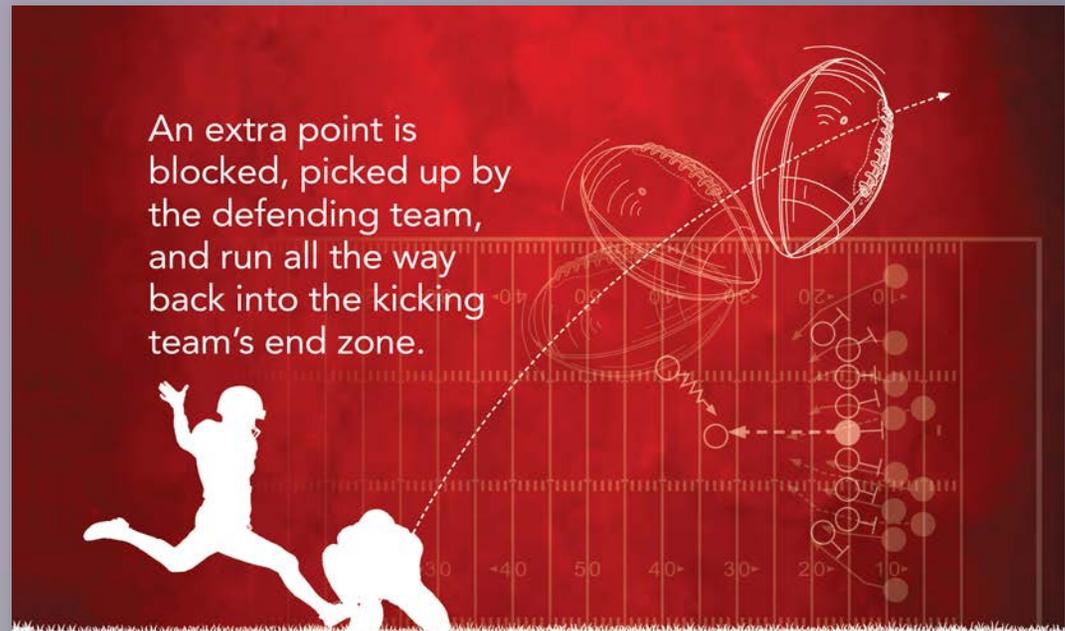
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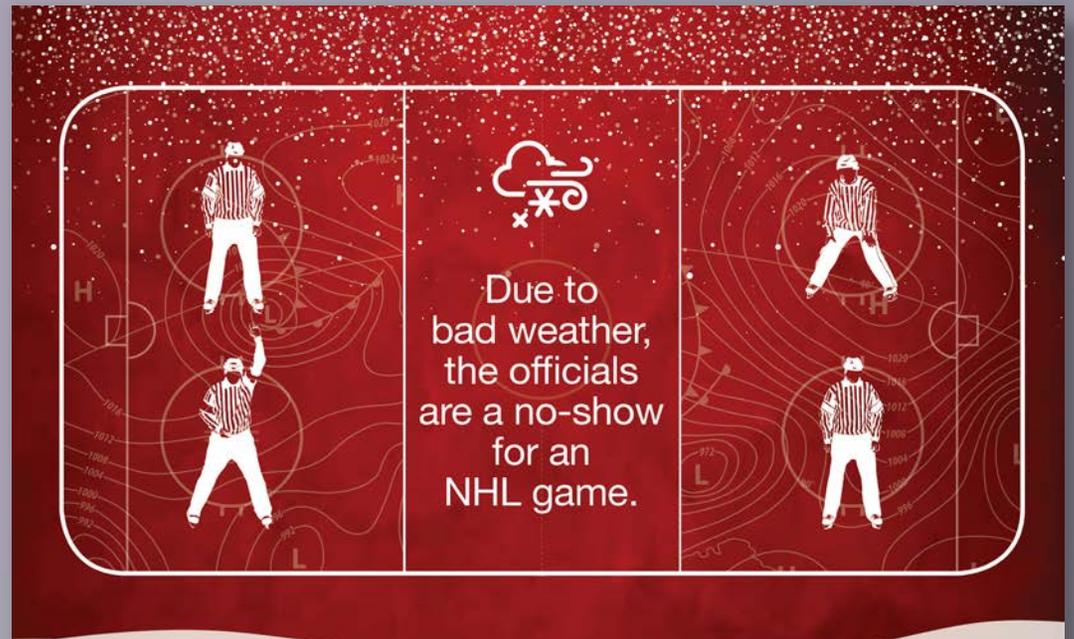
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What happens next?

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