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THE UnAgency


CASE STUDY: McCarty Law LLP

Challenge:

This 50+ year-old local law firm came to Willems Marketing as McCarty Curry Wydeven Peeters & Haak, LLP. Successful and well-respected in the area, the firm was looking to increase their visibility in the marketplace, update their look, position themselves for growth, solidify their brand, and reach beyond their "small-town" identity.

Solution:

Working closely with the firm, including its partner attorneys, we determined the differentiation points, values, and characteristics of the firm that combined to form their core identity. We explored multiple names and looks and presented a recommendation to the firm/partners that was wholly embraced: McCarty Law LLP. The look is clean, simple, professional, modern-yet-timeless and evokes one of their key branding messages: Confidence. The re-branding effort has been very well-received in the marketplace creating increased top-of-mind awareness of the firm.



Confidence

Business and Corporate Law

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