

Corporate & Commercial – case study

Mishcon de Reya Solicitors



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Objective - The PR Office works with London law firm **Mishcon de Reya** to raise its profile with a view to bringing more business and new clients through the door, increasing referrals from intermediaries and making the firm known for the full range of legal services that it offers.

Strategy - The PR Office works with the firm’s Managing Partner, Heads of Departments, partners, assistants and the Business Development team to develop strategy and messages for each practice area and individual group. Through a creative and targeted public and media relations programme The PR Office delivers results, positioning the firm as expert in each of its practice areas.

Activity – Our day to day tactics and results include:

- Developing strong relationships for the partners with journalists in the national and trade media
- Securing regular comment, letters, and feature placement in the press
- Planning events, round-table discussions, seminars and lunches with current and potential clients, press and opinion formers
- Providing litigation and crisis management support for high profile clients
- Securing conference and seminar speaking slots for partners
- Offering strategic advice to the Managing Partner and the firm’s board

Results – An average of five pieces of media coverage per week, regular events and increased profile for firm and partners