

BRAND GUARDIANSHIP CASE STUDY

Creating a point of difference for Kensington Swan

the brand challenge

The legal market in New Zealand is tight and extremely competitive. The perception of a law firm as “successful” is self-reinforcing, as it governs that firm’s ability to attract top talent, as well as clients.

As one of New Zealand’s top tier law firms, Kensington Swan needed a strong and relevant point of difference – one that potential clients could appreciate, and recruits could respect. It was important to quickly establish this distinctiveness as an integral part of the Kensington Swan brand.

working with LTW

Messages and a visual language were developed, making client intimacy a key part of Kensington Swan’s brand. Across its internal and external communications, Kensington Swan is now able to demonstrate a willingness and ability to really understand each client’s business, and the consequent value that is generated for that business.

“The Lee ter Wal team consistently demonstrate how much they understand our concept of client intimacy. They take the time to really understand our business.”

– Angela Johansson, Market Development Director, Kensington Swan

Collateral and campaigns that have carried the client intimacy message include Kensington Swan’s

- Five year Strategic Plan
- Annual Reports
- RFP tender documents
- Product brochures and trade show collateral
- Advertisements in magazines such as NZ Management
- Internal newsletters
- Graduate Recruitment Campaign
- Newspaper recruitment advertisements.

In addition to the dramatic lift in Kensington Swan’s profile, direct feedback from the market shows that this approach is working well. New Zealand lawyers and law graduates have started to think of Kensington Swan as “the law firm that has a great working environment, and a culture of developing deep relationships with clients”.

In 2006 Kensington Swan was voted New Zealand’s Large Law Firm of the Year by its clients. Kensington Swan has been working with Lee ter Wal Design since April 2005.

