



CASE STUDY: Leading Lawyers Network

Captivate Network Ads Raise Survey Response Rate from 3% to Over 30%

Background:

Leading Lawyers Network, a new division of Law Bulletin Publishing in Chicago, provides free information to the public on the top five percent of lawyers in Illinois. To determine the state's first group of top lawyers, surveys were mailed to over 48,000 lawyers across the state. In 68 areas of law, respondents were asked, "If a family member or friend needs legal help and you can't take the case, which lawyers would you recommend within your area of law or geographic region?" Lawyers were not allowed to recommend themselves or members of their firm.

Law Bulletin Publishing owns a number of legal trade publications and promoted the Leading Lawyers survey in ads throughout their publications. The goal of these print ads was to develop brand recognition and explain the premise behind Leading Lawyers and the survey. To increase survey participation of the state's larger law firms, many based in Chicago, and to increase lawyers' perceptions of the value of the survey, Leading Lawyers Network sought another avenue for promoting Leading Lawyers.

After considering a mailing, public radio and 24-hour news radio, Leading Lawyers determined they could reach a greater number of lawyers with an advertising campaign with Captivate Network. Because many of the state's most prominent law firms in downtown Chicago have offices in high-rise buildings with Captivate television screens, Leading Lawyers felt advertising on Captivate was a logical choice.

Campaign Objectives:

- Raise the visibility and perceived value of the Leading Lawyers brand
- Increase the response rate to the Leading Lawyers survey sent to Chicago area lawyers, especially at larger law firms

Campaign Strategies and Highlights:

Working from a Leading Lawyers' conceptual idea, Captivate Network designed ads subtly targeted at lawyers who had received the survey. One ad opened with the provocative questions, "Are you a Leading Lawyer? Do you know a Leading Lawyer?" followed by the Leading Lawyers Network logo and the phrase, "The top 5% of lawyers." A Web address and contact information were intentionally not featured in the ads.

Campaign Results:

The response rate of similar surveys of lawyers by other firms in other states had averaged less than 1 percent. Leading Lawyers expected a response rate to their survey of 1.5 to 2 percent. The overall participation rate in the survey, which could take 15 to 60 minutes to complete either online or on paper, was 3 percent. But the participation rate of law firms working in downtown Chicago buildings with Captivate Network television screens ranged, on average, from 20 to 30 percent. Most remarkable was the 35 percent response rate from Chicago's second largest law firm, which includes many of the city's and the country's most prominent lawyers.

"We received a higher level of participation from firms in Captivate buildings than from firms not in Captivate buildings," says Scott Anderson, Director of Leading Lawyers Network. "I have nothing else to attribute this high level of participation other than we were running ads on Captivate." Anderson was especially surprised, and pleased, by the high response rate of lawyers at Chicago's second largest law firm, whom he expected would be too busy to complete the survey.

"I can't attribute the level of success to anything other than the fact that Captivate ads were there," he says. "So it was one more place where the lawyers were seeing our name and it caused them to think, 'If this is the depth to which Leading Lawyers is going to promote the survey, then they are going to take the results and really make something out of them.' The Captivate ads gave us added credibility."