

Business Stories

RJR Solicitors

A new logo, new marketing materials and a revamped website are all designed to reflect the 21st century RJR which sets great store by the human aspect of its services



Background

On the plus side, a successful long-established business has a proven track record and a wealth of expertise in its favour. On the minus side, it may sometimes be perceived – often unfairly – as having one foot stuck in the past.

The challenge

RJR Solicitors have been providing legal services on the Isle of Wight for over 100 years but have become increasingly aware of the need to fend off mounting competition from banks, building societies and other organisations like the AA and Tesco, as a result of deregulation of the legal industry

“These changes in the nature of delivery of legal services made us examine our own offering and the perception was that perhaps we had become a bit set in our ways,” said Virgil Philpott, Head of Business Development. “Our expertise is second to none and we have a very loyal client base. However, we are conscious of the need to attract new clients and we were falling down on the way we communicated our skills.”

The response

Recognising the problems but unsure of the solution, Virgil attended a Designing Demand workshop. Developed by the Design Council, funded by SEEDA and delivered by South East Design, the programme helps companies to make strategic design decisions and set up and run design projects.

“I could immediately see the benefits of signing up to the programme,” said Virgil. “Subsequently all eight RJR partners took part in a Designing Demand Generate session with Design Associate Pradeep Sharma to discuss the way forward.”

One problem highlighted was that while RJR has the advantage of offering a wide range of services from probate and litigation to criminal and commercial, this can cause confusion in the communication and business development platforms required by the different business strands.

All agreed that a good brand strategy would help provide the synergy through which the solicitors could grow the business in their chosen practice areas.

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Legal advice with
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With market research indicating that prospective clients, when comparing firms, take for granted the ability to provide legal services, the focus moved to highlighting the high quality and personal nature of RJR's service

Design consultants Franks & Franks were appointed to create a new visual identity and find an integrated philosophy for the firm to embrace. They replaced the dated logo with a crisp, modern design and produced new communications materials to incorporate the fresh brand image. Finally, to emphasise the approachable nature of the solicitors and the friendly, personal service on offer, they devised the strapline 'legal advice with a human face'.

The outcome

Impressed by the progress made so far, Pradeep Sharma said: "Agreeing and implementing such changes is always a challenge in a

professional services firm with numerous partners. However, the company is clearly moving in the right direction and during the coming months the rebranding will be fully implemented. The new website will reflect the personality of the solicitors and confirm RJR as a friendly, modern firm with unrivalled expertise. This should not only reinforce loyalty among the existing customer base but also attract new clients who appreciate that unrivalled combination."

Jackie Walker, regional programme manager for Designing Demand in the South East, said: "RJR Solicitors has anticipated future challenges and cleverly utilised design to e-position itself in a competitive marketplace. However, this was not simply a straightforward visual makeover but also using the new branding as an organisational tool to progress the business model and company strategy."

For further information or advice

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