

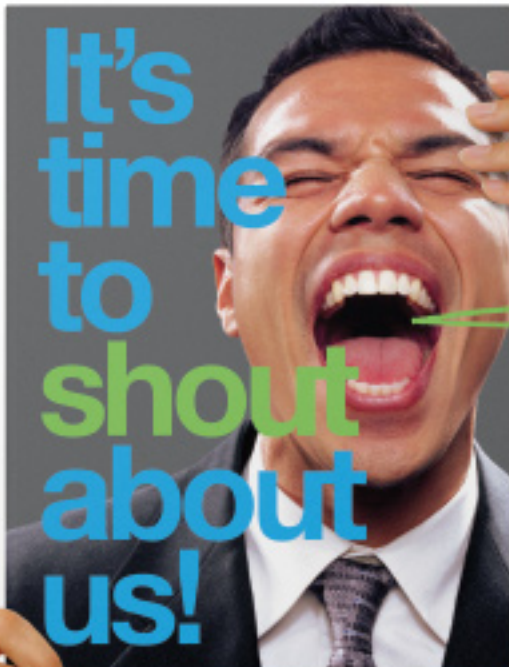


Our digital solution included a fully functional CMS which enabled individual practice areas to take control of changes and updates.



# campbellhooper

Together. Works.



## Case study

### Partner or partners?

#### Campbell Hooper

Everyone has an opinion. At Campbell Hooper, a London-based law firm, there were over 40 of them.

When we redefined the company brand, the partners wanted to have their say – so we let them.

A series of workshops, interviews and stakeholder research revealed that there was great individual expertise, but even greater strength in numbers. Whilst high-level partner involvement was key to developing client relationships, access and collaboration with other partner teams meant more knowledge and experience could be brought to bear.

The collaborative approach settled any brand disputes, and a new strapline, 'Together. Works' provided the impetus for a new identity and a variety of corporate collateral.

With a clearer, more distinctive brand, this forward-thinking law firm was recently acquired by like-minded Speechly Bircham LLP.

#### What we delivered

- Messaging, values and positioning
- Brand identity
- Brand guidelines
- Corporate website (including CMS)
- Marketing collateral

#### Relevant experience

- Branding
- Marketing communications
- Digital

**If you would like more information about how Cauldron can help you with your next communications challenge, please contact:**

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