



HINCKLEY, ALLEN & SNYDER

Brand Strategy and Expression

Situation: Hinckley, Allen & Snyder is a mid-sized law firm with offices in Providence, Boston, and Concord, New Hampshire. In an effort to build its reputation throughout New England and in Boston in particular, the firm hired Denneen & Company to develop a brand strategy and marketing campaign to “launch” the brand throughout New England.

Engagement: Denneen & Company worked closely with Hinckley, Allen & Snyder to conduct internal and external research on the firm’s competencies and attributes, evaluate the firm’s competitors and their positions in the marketplace, and identify client motivators and perceptions. We developed the firm’s positioning strategy, and led a creative development effort to identify the positioning line that would communicate the firm’s value proposition most effectively. We validated that line in research and through creative exploration, and designed the logo and line to work as a lock-up in advertising and collateral.

Results: Through our brand strategy and marketing campaign, Denneen & Company bolstered Hinckley, Allen & Snyder’s business development efforts and contributed to the firm’s sustained, year-over-year growth that exceeds the industry average. Hinckley, Allen & Snyder is now among the top 20 law firms in Boston, and the awareness and reputation of its brand has improved significantly among its target audience and within the legal community.