

Overview for Law Firms and Attorneys

Creative Services for Attorneys

■ Over 25 years assisting law firms with creative services, marketing and image development

In 1984 a Miami insurance defense firm hired Steve Hall to develop creative materials for their expanding practice. Within months Hall was referred to a prestigious group of trial lawyers, and then to an international corporate practice. For the past 25 years Hall has provided creative, image and marketing materials to local, national and international firms.

Legal clients profit from years of successful experience and Hall's understanding of law firms.

■ Representative legal clients

Trial lawyers

Leesfield and Partners	Grossman & Roth
Colson Hicks Eidson	Rossmann, Baumberger & Reboso
Spence Payne Masington	Leeds & Colby
Podhurst Orseck	

Defense firms

Reinman Matheson	Wicker Smith
Marlow Connell	Bobo Spicer Ciotoli

Corporate firms

Dean Mead	Holland & Knight
Darby & Darby	Keith Mack Lewis
Bilzin Sumberg	Zack Kosnitzky
Baker & McKenzie	Fowler White

■ What services does efSmart provide to law firms and professionals?

We provide creative guidance regarding the best use of firm resources to reach new potential clients and retain current clients.

We develop creative concepts that steer and motivate how people think about the overall law practice and individual practice areas.

We strive to be focused on the client's goals and target markets.

■ Why hire efSmart for your practice?

- Over 25 years of creative experience with firms of nearly every size. We have direct experience with firms like yours.
- Our creative work is first rate, highly original and award winning. Your creative work will be clean, professional and uniquely yours.
- Your creative work will be consistent and memorable. Regardless of how potential and current clients come in contact with your practice – *advertising, on-line, or publications* – we do our best to make your firm's message and identity work as hard as you do by unifying the look and language of your marketing presentation.
- **The scope of our work includes:**
 - Creative development for:
 - identities
 - Internet
 - advertising
 - brochures
 - publications
- **Our work is not limited to law firms. We also work with a variety of industries:**
 - high tech and research
 - banking and finance
 - hospitality

■ Pricing

Our creative work is estimated in advance and the cost is competitive with other creative marketing companies of similar capability and qualification.

■ What's the first step in working together?

Let's set up a meeting or phone conference and talk about what we can do for you.

Call managing partner Steve Hall at 321-536-5379.

And be sure to visit www.efsmart.com.