

Established in 1938 • More than  
400 Attorneys • Nine Locations  
Throughout the Western United  
States and in Mexico



Announcing ...

## SNELL & WILMER TAKES TOP HONORS IN PRESTIGIOUS NATIONAL LEGAL MARKETING AWARDS COMPETITION

**PHOENIX (April 20, 2015)** – The Legal Marketing Association (LMA) selected Snell & Wilmer as the first place winner in the “Identity - Projects Totaling Up to \$20,000” category of the 2015 Your Honor Awards. The firm was recognized for its “[Understanding what makes you unique](#)” branding refresh campaign. The award was presented to Snell & Wilmer on April 15, 2015, at the LMA Annual Conference in San Diego, California.

Founded in 1985, and with more than 3,500 members in 48 U.S. states, Canada and 15 other countries, LMA serves the needs and maintains the professional standards of those involved in marketing, business development, client service and communications within the legal profession. It is also a trusted resource for practicing attorneys and law firm administrators.

The LMA Your Honor Awards is the longest-running annual national awards program recognizing creativity, execution, achievement and overall excellence in legal marketing. The program distinguishes law firms, law-related organizations and service providers who set new standards for innovation in finding, developing and retaining profitable business. Judges evaluated each of the more than 170 program-wide entries according to select criteria and the degree to which it met or exceeded the entrant’s strategic objective, demonstrated creativity and originality, and conveyed the highest quality of execution. Judges awarded first, second, third place and honorable mention across 16 categories including, among others, identity, advertising, practice development and media relations.

With a deepening regional presence and in response to an increasingly competitive market, Snell & Wilmer launched a branding refresh campaign in 2014 to address not only firm-wide business and marketing objectives, but also those of individual offices. Developed and designed entirely by the firm’s in-house marketing team, the campaign focused on enhancing the strength of the firm’s existing brand identity. Snell & Wilmer understood the importance of a distinctive, client-focused campaign, and the firm’s research demonstrated that clients place a priority on the degree to which law firms take an interest in and understand their business and industry, as well as the unique differences, challenges and opportunities that affect their ability to maximize success. As a result, the campaign focused on the “Understanding what makes *you* unique” tagline and utilized images and support messaging that emphasized the firm’s commitment to recognizing both the distinct and often subtle differences in every client. It used a black and white color treatment to unify the concept across its geographic footprint and convey its sophisticated reputation, and leveraged strategically placed red accents, incorporating the firm’s long-standing color model, to further highlight and differentiate the campaign’s central theme.

This latest recognition builds upon the extremely positive response Snell & Wilmer’s branding campaign has received from external audiences. In 2014, the firm earned multiple top honors from the Association of Marketing and Communication Professionals (AMCP) in two prominent international competitions: the Hermes Creative Awards and the MarCom Awards. The firm’s advertising campaign was acknowledged with a Platinum Award, the highest honor, in AMCP’s Hermes Awards competition. Two additional Platinum awards were garnered in AMCP’s MarCom Awards competition in the advertising and branding refresh categories.

### About Snell & Wilmer

Founded in 1938, Snell & Wilmer is a full-service business law firm with more than 400 attorneys practicing in nine locations throughout the western United States and in Mexico, including Phoenix and Tucson, Arizona; Los Angeles and Orange County, California; Denver, Colorado; Las Vegas and Reno, Nevada; Salt Lake City, Utah; and Los Cabos, Mexico. The firm represents clients ranging from large, publicly traded corporations to small businesses, individuals and entrepreneurs. For more information, visit [www.swlaw.com](http://www.swlaw.com).