

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



Announcing ...

THE AMERICAN MARKETING ASSOCIATION HONORS SNELL & WILMER FOR ADVERTISING AND BRANDING EXCELLENCE

PHOENIX (June 29, 2015) – Snell & Wilmer is pleased to announce it received top honors at the 2015 American Marketing Association (AMA) Phoenix Spectrum Awards, held June 12 at the Tempe Center for the Arts. The firm was recognized in the print advertising and brand identity categories for its “Understanding what makes *you* unique” campaign. The annual awards ceremony honors the creativity and excellence of Arizona-based marketing professionals that worked on regional, national and international projects and initiatives.

Established in 1937, and with a global network of over 30,000 members representing all marketing disciplines, the AMA serves as one of the largest marketing associations in the world. It is the leading professional association for marketers and academics involved in the practice, teaching and study of marketing worldwide. The AMA includes more than 75 professional chapters in the United States and Canada.

The AMA Phoenix Spectrum Awards received a record 135 entries in what is known as the largest marketing awards event in Arizona. The expert panel of judges reviewed submissions based on the summary of the campaign, its objectives, strategies, tactics and results. Evaluations were based on a percentage scale, with 100 percent representing the highest possible score. The winner in each category was the entry with the highest percentage. Prominent brands such as Avnet, Blue Cross Blue Shield of Arizona, Insight, National Bank of Arizona and The W.P. Carey School of Business at Arizona State University were also honored during the ceremony.

With a deepening regional presence and in response to an increasingly competitive market, Snell & Wilmer launched a branding refresh campaign in 2014. Developed and designed 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 utilized images and support messaging that emphasized the firm’s commitment to recognizing both the distinct and subtle differences in every client. It used a black and white color treatment to unify the concept across its geographic footprint and leveraged 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. Earlier in the year, the Legal Marketing Association selected Snell & Wilmer as the first-place winner in the “Identity - Projects Totaling Up to \$20,000” category of the Your Honor Awards, the longest-running annual national awards program recognizing creativity, execution, achievement and overall excellence in legal marketing. 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.