



Who:	Addleshaw Goddard
What:	Boost awareness of AG's tech and outsourcing expertise
Where:	UK
When:	2006
Why:	AG were not known for tech and outsourcing law
How:	Jumping on hot legal tech and outsourcing issues

**PROVE IT!**

ADDLESHAW GODDARD

**AG came to Buffalo with a problem. Although a well established name in City law circles, AG lacked brand clout in technology and outsourcing spheres. To catapult itself into these market places, AG needed a springboard – PR was it.**

Buffalo worked closely with AG's partners in the tech and outsourcing team to pull out the hot issues and interesting titbits that would form the basis of a powerful PR strategy. Buffalo was able to develop thought leadership positioning on all areas of outsourcing, from legal infighting, to TUPE, in addition to all technology related legal pain points, such as RFID, DPA and compliance. The PR gathered momentum and soon Buffalo was garnering regular coverage in all key media and making a name for AG and its spokespeople.

### Results

- Regular national coverage in the Financial Times
- Columns secured in the Retail Bulletin and regular law thought leadership in Silico
- Thought leadership coverage in all favourite titles, from Public Finance and Accountancy Age, to Retail Week and Investment Adviser
- Positions and messaging developed on everything from RFID and GPS, to shared services and public sector contractual wrangles
- Headline grabbing research conducted on how many companies are forced to re-negotiate outsourcing contracts, which garnered national and trade coverage
- Press office – journalists now come to AG for comment
- Structured a sales/coverage process where AG shows good articles to current and prospective clients

