

Brand New

Buying recognition

- Kinsella – where's the beef? What is a brand trying to deliver?
- Kinsella – S&G beef is about "access to justice"
- Holt – consumers becoming more discerning
- Holt – brand for brands sake is wrong. It's all about what the brand provides
- Makol – it's about "buying" brand in the right space
- Blacklaws – small firms need to think twice about buying recognition
- Miller – You can buy recognition, you can't buy brand!
- Blacklaws – Recognition drives consideration when purchasing

What is brand?

- Miller – It's about the promise
- Holt – It's all about the proposition behind the visible brand
- Rose – Neil, S&G adverts are just "we're lawyers"?
- Kinsella – our proposition will build over time
- Kinsella – 75% recognition in Australia built over 20 years
- Miller – Nothing unique in the legal industry that stops it being "rolled up" just like any other big US industry e.g. JiffyLube & Caldwell Bank

Panellists

- Neil Kinsella
Slater & Gordon
- Craig Holt
QualitySolicitors
- Craig Underwood
MinsterLaw
- Archana Makol
BT Law
- Christina Blacklaws

Gabe Miller Jacoby & Meyers

- Largest full service law firm in the US
- The most familiar name in the US legal market
- Their goal in the UK is to build a "trusted national" brand in the UK
- Their's is a high volume, low margin business.
- They HAVE to be able to offer a DIY option

Can all brands expand?

- Blacklaws – some brands can't expand
- Blacklaws – challenging time for Cooperative
- Rose – Problems within "group brands" can hurt across a group e.g. Co-Op Bank.
- Blacklaws – said it's not a problem
- Makol – we are there to protect our own brand
- Makol – some raised eyebrows when we exhibit
- Makol – we're a B2B proposition, not B2C