

## CASE STUDY



# Corporate Public Relations Campaign

**Client:** Helms Mulliss & Wicker

## SUMMARY

Helms Mulliss & Wicker (HMW) is a mid-sized law firm of 135+ lawyers representing Fortune 100 companies with offices in three North Carolina media markets: Charlotte, Raleigh and Wilmington. HMW has an internal marketing department based in the Charlotte headquarters. Marketing Director Connie Echols and staff were having success with media relations in the Charlotte market, but were struggling to develop contacts and relationships in the other two. In addition, HMW realized that it was missing PR opportunities, as the marketing staff primarily focused on new-client activities, existing client communications and internal communication systems and structures.

## ASSIGNMENT

In April 2007, HMW engaged Articulon to assist in addressing the situation. Articulon assigned a client services team to the HMW account to develop a greater media presence while maintaining brand awareness.

## PROGRAM ELEMENTS

Articulon initiated conversation with reporters concerning the firm and its accomplishments within the Triangle area, the Wilmington market, as well as with regional legal publications and national legal trade publications. In the first five months, Articulon generated and disseminated 15 press releases and six opinion editorials, as well as arranged seven press interviews and media opportunities.

## RESULTS

As a result of Articulon's efforts, HMW, and its attorneys, became the subject of feature news stories, professional profiles and was placed as author of several editorial columns. In addition, Articulon achieved expanded coverage in the business activity sections of local, regional and national publications for HMW. Placement included recognition in: *Law Firm Inc.*, *Triangle Business Journal*, *Business Leader*, *Wilmington Star-News*, *News & Observer*, *Women's Edge*, *Tech Journal South*, *NC Lawyers Weekly* and more.

