

**Client:** Jeffrey Green Russell Solicitors  
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**Title:** Jeffrey Green Russell Solicitors Case Study

## Client background

Jeffrey Green Russell Solicitors (JGR) <http://www.jgrweb.com> is a medium-sized commercial law firm with strong international connections based in Bond Street, London, UK.

Most of its clients are in commerce, finance and industry and range in size from small businesses to multi-national corporations. Their activities are wide-ranging and include banking, finance, technology, leisure and the licensed trade, insurance and property.

Jeffrey Green Russell clients always come first. The firm is determined to excel on their behalf. They work hard to find the best and most cost effective solutions to their problems. The firm tries to be innovators not imitators, providing a rapid and constructive response to our clients' increasingly specialised needs.

To service its clients' international business needs they have excellent professional and financial contacts in many countries. JGR is a Founder member of ACL International, an association of Commercial Lawyers whose members work for clients throughout the world.

To maximise their efficiency and productivity and to provide cost-effective services, the firm has for many years made a major investment in sophisticated office technology.

The firm aims to provide a quality, value-added service at fee rates that clients perceive as value for money.

Source: <http://www.jgrweb.com/about-us/about-us.html>

## The Challenge

JGR's IT and Intellectual Property Law department was not issuing press releases, but wanted to use a discreet approach in raising its profile as the firms develops its marketing and PR strategy.

Elemental PR has worked with Joanne Brook at two other legal firms, where she had already established her profile with key titles and freelancers. The PR consultancies remit was to rekindle and transfer these solid relationships and connect them to JGR.

Many legal firms are growing their specialist departments to cater for the rise in technology legal expertise, especially from the digital sector. Elemental PR experiences that, more media focused legal firms have already positioned themselves within magazines, having built strong relationships with publishing houses and editors. These legal firms were providing legal columns, Q&A, regular guest opinion pieces for these magazines, which covered business, digital, Internet and new media arenas.

The challenge for Elemental PR was to introduce Joanne Brook, Partner at JGR to the aforementioned; build relationships with the publishing houses to ensure that the firm were kept abreast of developments of debate pertinent to their sectors, and then be featured where its peers were already dominating.

## Targets

As with the other legal firms in this space, there is a requirement to reach beyond trade and specialist magazines; with the need to reach audiences amongst broadsheets. Therefore, the firm was looking to interact with off and online advertising, broadcast, marketing, new media and technology media that would be affected by existing and forthcoming laws.

Elemental PR did not communicate press releases with JGR, but instead used article and especially feature-based work to connect the firm and to achieve coverage. JGR also requested to be informed of conferences, event and seminars that would be suitable for guest speaking opportunities.

## Results

To date, Elemental PR has coverage across three monthly titles <sup>Error! Bookmark not defined.</sup>, including Computer Arts, Internet Works and Revolution magazine that arose from featured-based work only.

Jeffrey Green Russell secured a guest monthly column in the leading Future Publishing Internet business magazine Internet Works <http://www.iwks.com>, via Elemental PR, which Joanne Brook, Partner, in the IT and E-Commerce.

Through Elemental PR, Joanne Brook was also invited to attend at guest at Enterprise Content Management Show (ECM Show) 2004 <http://www.ecmshow.co.uk> at London's Olympia.

## Conclusion

The PR consultancy commenced production work in June 2004, with a department that is rapidly growing. Although contact was limited, Elemental PR secured coverage and a guest speaking opportunity for Joanne Brook to a sector (content management) that was reaching out for legal expertise.

Solid relationships were rekindled, open and nurtured which will prove to be important throughout 2005, when the firm is ready to employ its full strategy.

## Testimonials

### **Joanne Brook, Partner, in the IT and E-Commerce Team at Jeffrey Green Russell Solicitors comments:**

Since working with us since June 2004, Elemental PR has consistently kept the IT and E-Commerce Team at Jeffrey Green Russell Solicitors advised of pertinent media leads, and secured good coverage as a result of their proactive driven public relations.

Professional, reliable and flexible, they always present new approaches to law and the media, which can sometimes be perceived as dull. They know the legal sector intimately, and have delivered a high standard of work, on brand, in a very short amount of time.

### **About Elemental PR:**

<http://www.elementalpr.co.uk>

Elemental PR, the integrated communications and public relations consultancy, was founded in April 2001. The energetic PR consultancy delivers integrated multi-channel public relations and strategic marketing development services for predominantly SMEs, whilst consulting for traditional (advertising and marketing) and digital agencies and consultancies.

Elemental PR is also retained by corporate organisations to consult upon communications, direct and digital PR (also known as Internet PR and online PR), e-business and elements of digital marketing.

Elemental PR operates upon the premise of the Internet, which it believes is to inform, educate, enlighten and share. Elemental PR strives to adhere to building blocks of these principles, blending them into very core of its communications and the measurable activity that it delivers. Integrating communications is the pivotal to the way Elemental PR conducts itself.

## Contact

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