



## Adler Pollock & Sheehan P.C.

Founded in 1960, Adler Pollock & Sheehan is a full-service law firm with a sophisticated corporate practice and nationally recognized litigation department. From locations in Providence, Boston, and New Hampshire, the firm services clients throughout New England, the U.S., and the world.

### The Challenge:

With the opening of a Boston location and the pressure to respond to a more competitive and image-savvy marketplace, Adler Pollock & Sheehan needed to upgrade its marketing collateral and advertising strategy.

### Reaching a Solution:

Leveraging the existing tagline, Solutions at Law, Barrett Created a look and feel for new materials that reflects the unique qualities of the firm to provide a sophisticated presence. Flexible and adaptable insert sheets allow for changes in practice area information and accommodate any “on-the-fly” needs. Dynamic image ads, in both color and black & white, further work to maximize awareness.

### Reactions:

“Your presentation, and the ads were great. In fact, we discussed after the meeting how pleased the firm was with Barrett and especially the team we have working with us. The continuity you provide, the professionalism, the creativity, the follow through, and the ever-present enthusiasm you show for your work is especially noteworthy.”

### Deliverables:

- Creative brief
- Corporate overview brochure
- Copywriting
- Insert sheet system
- Presentation folder
- 4-color and black and white image ads
- Tombstone ads