

MoFo Is Living its Brand (Part I)

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We've [already mentioned](#) some ways in which MoFo is "living its brand." The latest and greatest example, though, is an "app" that the firm created for the iPhone.

David Harvey, MoFo's Senior Marketing Manager, gave us a quick tour of the app -- called "MoFo2Go" -- when we dropped in on him the other day. (Click above for David's expert demo.)

Creating an iPhone app is not something we would recommend for every firm. Making the app requires resources (especially, we imagine, for one with high production value of MoFo2Go), with no guarantee that it will prove useful to clients and other friends of the firm. That's no knock on MoFo2Go -- we're simply too early in the evolution of law firm applications for mobile devices to know how valuable they will be.

So for most firms, a cost-benefit calculation might argue against going to the trouble of creating an app. But for MoFo, the calculus is quite different. Coming out with one of the first law firm apps enhances MoFo's image as a pioneer in the tech world, and therefore makes perfect sense. It's a great, attention-grabbing way for MoFo to "live its brand."

It shouldn't be any surprise that the idea for MoFo2Go had its origins in the firm's Palo Alto office, where young partner Mika Mayer tossed out the notion that the firm should make a mobile app for itself. With a disproportionate number of iPhone users among MoFo's tech-savvy crowd (and 100% iPhone use at one client in particular), the firm made an early decision to develop its app for the iPhone rather than another platform.

The other big decision, of course, is what to put on the app itself. David explained to us that two distinct types of law firm apps have begun emerging: those that stream a particular line of content (a firm blog,

the firm news feed, etc.), and those that create a "mini web-site" experience for the phone. MoFo went the latter route, and as you'll see on the video, its app includes:

(i) a full directory of attorneys with pictures, practice areas, bios, etc.;

(ii) a "locations" function that, in a mash-up with Google maps, can shows you restaurants, hotels, shopping, and other options around the various MoFo offices (it struck us that this app would be particularly useful for firm attorneys visiting other offices);

(iii) a news feed with client alerts, press releases, and such; and

(iv) a maze game for fun

Check it out in all its electronic glory above.