

## Branding: It's Hip to be Hip

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### *How One Firm Set itself Apart Using Creativity and Ingenuity*



When it comes to building client relationships and business development, **DIFFERENTIATION** is key.

In fact, experts say that firms that differentiate themselves most effectively often provide superior service and are able to **market** themselves in a whole different way.

One firm, in particular, that has set itself apart is Oregon- based [Marger Johnson & McCollom](#).

They have one of the coolest Websites around - and with good reason.

Marger Johnson is an intellectual property firm that works with clients to protect components of their inventions and technology. While the patent process itself is dull, the products the firm protects are anything but.

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Marger Johnson hired an agency and invested a lot of money to **re-brand** the firm. The result was a Website modeled after a Sharper Image catalogue, featuring sleek images of the products the firm helped bring to the market.

With their brand new Website - Marger Johnson went from being plain to ***ultra hip*** in a matter of months.

"Our Website speaks to the fact that we were working engineers and scientists prior to coming to law. Many of our clients were drawn to us because of that experience," says Julie L. Reed, Marger Johnson president.

While Marger Johnson's re-branding effort was expensive, the firm insists it was worth every penny. Firm lawyers have received **positive feedback from clients and prospects**. The firm's new brand has also steered their attention away from broader, impersonal marketing campaigns, allowing them to focus on **personal business development** based on relationship-building.

Marger Johnson's story is a shining example of how a sound brand can **yield BIG returns**.

Strive to build your own cohesive business identity. Show the world that you can be **modern** and **flexible**.

Show 'em what you're really made of!

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