

## RMAAs 2020 – Best print collateral



# Addleshaw Goddard Graduate and Intern Print Collateral

## How we helped an outstanding legal firm escape from a world of beige

Addleshaw Goddard (AG) LLP is a corporate law firm headquartered in London, with offices in Leeds, London, Edinburgh and Manchester.

They needed to attract a consistently high quality of graduate, including both law and non-law students.

They also wanted to use a strong, authentic brand that separated AG from the competition and didn't go down the typical 'skylines and headlines' route normally used by legal firms.

Importantly, the firm also has lots of personality. Trainees described the firm as, 'not beige'.

### Objectives:

- Bring the personality and spark of AG to life.
- Reflect their existing EVP pillars of Quality, Impact, Imagination, and For The Future
- Create a visual and written language that stood out from the graduate recruitment and legal marketplace



# What's it like to work at AG?

"AG really stood out because of the people. 'You are allowed to be yourself' not typical lawyers which are Oxbridge, middle class, usually white and male..."

"I feel people here can be interesting, like you can enjoy lunch with them and stuff – and that comes from encouraging people to have their own personalities..."

"...You can come here and be different and express your difference...."

"AG feels a bit more relaxed..."  
"...AG has so much personality..."



# The concept:

The richness of the research led us to our final concept – ‘Bring Your Colour’.

The visuals inject big, bold colours into playful, outsized line-drawing illustrations.

Matching coloured headlines provided equally bold statements that contrasted AG with the tide of sameness that dominates the legal landscape.

With many of AG's competitors focussing their attention online and through digital channels, we wanted to go back to basics and use the tactile quality of print to encourage engagement through real conversations between students and reps on campus.

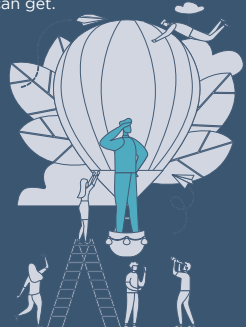
We also knew our graduate audience is conscious about environmental impact, which is why we created something they would actually use and get value from, rather than a glossy brochure that would live in a bottom drawer or go to land-fill.

We therefore included unusual assets that would meet these criteria as well as surprise and delight:

A ‘good deed’ card that encouraged people to show AG how they’ve ‘brought their colour’ to the world via Instagram.

A charming colouring-in giveaway that focused on the importance of mindfulness, setting AG apart from the ‘work till you drop’ attitude of stuffy law firms.

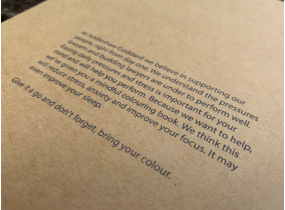
These were thoughtful, intriguing printed assets that brought AG's difference to life and got as far away from the ‘world of beige’ legal fare as you can get.



Good deed challenge card



Mindfulness giveaway



“In a world of beige that is BigLaw,  
our “Bring your colour” campaign  
speaks to those who want something  
a bit different.”

**Sarah Manning,**  
**Global Head of Resourcing,**  
**Addleshaw Goddard**



# Results

The interest generated from the collateral was impressive and we were able to attract a diverse pool of high performing candidates from varied academic backgrounds:

- **Applications:** Graduate applications are still open, however applications for placement schemes have **increased by 19%** this year
- **Quality:** This year we've seen **higher scoring candidates** both at the video interview stage and assessment centre
- **Increased BAME:** The Leeds office shared that they had **double the number** of applications from BAME candidates
- **Candidate feedback:** We received positive feedback relating to the of quality of the product. Candidates were also impressed with how open AG were to different personalities and how students felt comfortable putting theirs across
- **Recruiter/Rep feedback:** We were also described as **being brave**, moving away from a dull, old-school approach

