



advertising



public relations



social media

(and)vertisinginc

SEAMLESS MARKETING

what is **and**vertising?

- In a constantly changing multi-device, multi-channel world, **and**vertising is a seamless marketing strategy that's both cost-effective and scientifically-proven.
- It consists of three seemingly simple steps:
 1. Be clear
 2. Be creative
 3. Be consistent everywhere



Our favorite **and**vertising success story...

Illinois State Bar Association Request For Proposal

The Illinois State Bar Association, through its Standing Committee on Strategic Marketing for Illinois Lawyers, hereby extends a request for proposals for an advertising/marketing campaign. The Association is seeking to build a long-term relationship with an agency that will bring innovative and workable approaches to meeting the marketing needs described below.

Marketing Objectives

- 1) Establish top-of-mind awareness with consumers of the Illinois State Bar Association and its member attorneys, and enhancing public perception of ISBA and its members.
- 2) Creation and implementation of a memorable brand for the Illinois State Bar Association, its individual members and member firms.
- 3) Build respect for the professionalism and integrity of the legal profession.
- 4) Generate traffic to member attorneys and firms, in conjunction with ISBA's online and toll-free phone referral service.

Key Challenges for Success

- 1) Focus consumer awareness on the benefits of retaining a lawyer who is a member of ISBA.
- 2) Overcome consumers' negative perceptions about attorneys and the legal profession.
- 3) Overcome consumer concerns about the cost of legal services, the time needed for legal representation, and uncertainty about the fairness of the justice system.
- 4) Provide quantitative market research or analysis on the effectiveness of the advertising program.

More than 50 ad agencies responded to this RFP (Guess who won!)



ON THE BRIGHT SIDE, YOU GET FIDO.

Small consolation, we know. But unless you have a complete grasp of the law, it's the risk you take without a lawyer on your side. That's true of many of life's situations. Injured at work? Starting a business? Caring for an elderly parent? Getting expert legal advice can save you a lot of headaches. And avoid an outcome that can be a real dog.

Need help finding a lawyer?
800-922-8757
www.isbalawyer.com



**ILLINOIS STATE
BAR ASSOCIATION**
BE SURE. TALK TO A LAWYER.

ON THE BRIGHT SIDE, IT'S ONE THING
THE FAMILY WON'T BE FIGHTING OVER.



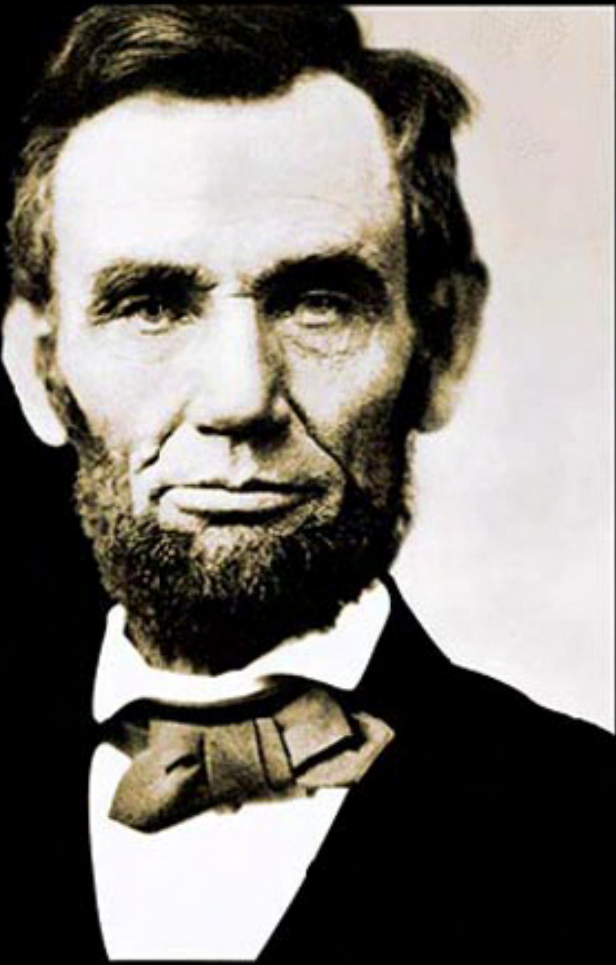
Writing a will without sound legal advice can leave a family all shook up ... Kissin' cousins start feudin' ... Nothing goes the way you wished. So it is with many of life's complex matters that call for a thorough understanding of the law. Whether it's divorce, buying or selling a home, or writing a will – you need a lawyer on your side. You'll save yourself a lot of T-R-O-U-B-L-E.

Need help finding a lawyer?
800-922-8757
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**ILLINOIS STATE
BAR ASSOCIATION**
BE SURE. TALK TO A LAWYER.

ISBA ad campaign before they hired us

A black and white portrait of Abraham Lincoln, looking directly at the camera with a serious expression. He has a full beard and is wearing a dark suit with a white shirt and a dark bow tie.

**Our state has a history of some pretty good lawyers.
We're out to keep it that way.**

For 130 years, Illinois lawyers have worked for the good of both the legal profession and the public. Learn more at IsbaLawyers.com.

 **ILLINOIS STATE
BAR ASSOCIATION**

Our first ad for ISBA...

PROTECT YOURSELF AND YOUR FAMILY WITHOUT LEARNING "LEGALESE"

LEGAL HEALTH CHECKUP

ISBA
ILLINOIS STATE BAR ASSOCIATION



YOUR FAMILY
New Laws Can Protect
Military Personnel
PAGE 4

Divorce Laws in Illinois
PAGE 5

YOUR HOME
Buying a Home? Some
Things Your Agent Might
Not Even Know
PAGE 8

YOUR MONEY
Online Identity Theft
Protection Tips
PAGE 9

YOUR HEALTH
Protect the Privacy of
Your Health Care Info
PAGE 10

6 ISBA LEGAL HEALTH CHECKUP
Illinois Law and

Do You Need a

The demands of society to protect personal and property rights in an increasingly complex world. Of course, not everything has to be handled by a lawyer. But in some situations, legal assistance is vitally important.

When You Enter Into A Contract
Any agreement, both written and oral, which involves a consideration—that is, the exchange of something of value in return for some goods or service rendered—may be enforceable. Generally, because they can be legally binding, oral agreements should be avoided. And all written agreements should be either prepared by or examined by a lawyer before you sign.

When Your Personal Status Changes
Marriage, child birth or adoption, and moving to a different state may result in new or different legal and personal responsibilities. Your lawyer can help you plan for and meet new obligations, including the preparation of various legal documents which may be required.

When You Make Or Revise A Will
The planning and drafting of your will is an important legal matter. Your lawyer

can plan your estate in a way that'll be most beneficial to you and your heirs. In addition, your lawyer can suggest ways to organize your estate so that substantial savings in taxes and other estate costs are realized.

When You Buy Or Sell Real Estate
Your lawyer will review all of the legal documents necessary to the property transaction and participate in the closing, in order to avoid legal pitfalls that could lead to losing your home.

Organizing A Business
Your attorney can help with its formation and assist in the ongoing concerns about employment law, workplace safety issues, immigration issues, intellectual property rights and other matters.

When You're Arrested
If you're arrested for any reason or are questioned or accused of involvement in a crime, you should consult with an attorney IMMEDIATELY. If you cannot afford an attorney, one will be provided to you free of charge.

In Summary
Legal problems, like certain illnesses, can occur without any warning. That's why we're encouraged to visit our doctor or dentist on a regular basis. (An ounce of "detection" is worth a pound of cure.) The same idea can be applied to your legal "health."

ISBA LEGAL HEALTH CHECKUP 2007 7

Her legal advice may not apply in a real courtroom

Television courtroom reality shows may appear at first glance to be educational in nature. After all, they're loaded with free legal advice which can be a helpful way for consumers to learn more about various laws.

But you should exercise caution before acting on what may seem like advice. Too often, it's misleading and sometimes blatantly inaccurate.

That's because the producers of the show can't possibly provide legal advice or information that apply to all people in all situations.

Remember, the information you get watching these shows is first and foremost entertainment.



Find an Illinois lawyer at www.IllinoisLawyerFinder.com

Considering the fact a lawyer can be involved in some of the most important events in your life, do you really trust a search engine to help you find a licensed, professional one?



For more relevant search results, begin at the only online lawyer directory overseen by the Illinois State Bar Association, www.IllinoisLawyerFinder.com.

No computer? No worries.

You can also call ISBA toll-free, 1-800-922-8757.

One modern way to obtain legal advice may create a bigger problem than the one it was supposed to solve

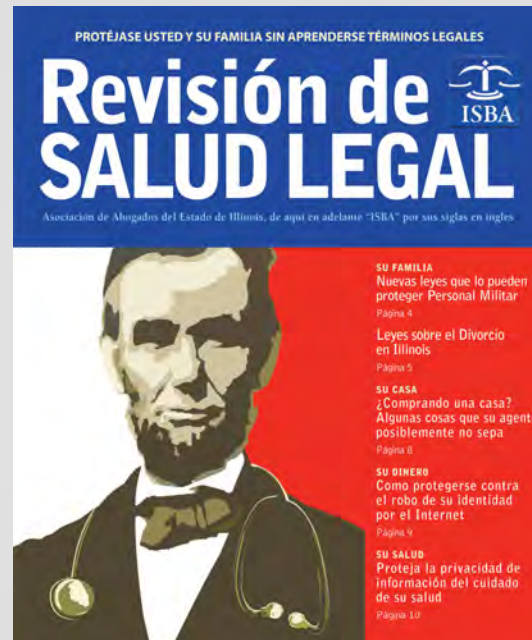
In Illinois, only licensed lawyers can draft a legal document. However, some storefront and web-based businesses that draft legal documents for a fee may use non-lawyers to do the work. Which means they could be guilty of fraudulent, unfair, or deceptive conduct and of practicing law without a license. If you believe you've been victimized, contact the State's Attorney in your area or the Illinois State Bar Association.



LEGAL PROBLEM? START HERE.
All of these pamphlets are available at www.ISBALawyers.com. Or you can write: ISBA Public Information, 424 S. Second Street, Springfield, IL 62701

| Illinois Law and You | | | | Your Car | | Your Home | | Your Money | | | Your Family | | | Your Health | | | Your Estate | | | | |
|----------------------|-----------------------|-----------------------|--|--------------|----------------|-----------------|---------------|----------------|----------------|---------------------|----------------------------|--------------------------|----------|-------------------|------------------|----------------|------------------|---------------------|------------------|-----------------|------------------------|
| General Practitioner | Guide to Jury Service | Your Rights If Served | Rights of Gays, Lesbians and Transgendered | Buying a Car | Auto Accidents | Landlord-Tenant | Buying a Home | Selling a Home | Buying on Time | Starting a Business | Bankruptcy for Individuals | Advice to Newly Marrieds | Adoption | Getting a Divorce | Being a Guardian | Called to Duty | Patient's Rights | Health Care Privacy | Your Health Care | Estate Planning | What Is a Living Trust |

...appeared in a 12-page insert we conceived, wrote, designed and printed



It won a big national award, was reprinted, translated, and is now online

Lawyers enlist a powerful ally to aid image

By Stephanie Potter
Law Bulletin staff writer

Before he was president of the United States, "Honest Abe" Lincoln was a respected Illinois lawyer. Today's lawyers would like to have some of that patina rub off on themselves.

To that end, the Illinois State Bar Association is kicking its advertising efforts into high gear, leaders of the organization say.

The association recently hired the Chicago advertising firm of &Wojdyla to

turing a photograph of Lincoln on the back page of the 2007 Roster of State Government Officials, produced by the monthly public affairs Issues. Text is sparse, primary message being history of some pret We're out to keep it th

"Part of this effort reclaim Abraham Lin profession," said D assistant executive o President elect I

Both Bisceglia and ISBA President Irene F. Bahr said one of the main concerns of the association's members has been improving the image of lawyers.

"The membership wants us to be out there know the value of



MEDIA MIX

ADVERTISING, BROADCASTING, MARK

Abe to the rescue of lawyers

Can Honest Abe do the trick? Some 30,000 members of Illinois State Bar Association hope so.

Abraham Lincoln will have a starring role in a new ISBA ad campaign from &Wojdyla/Chicago launching statewide this week.

The campaign is intended to boost public confidence in the law profession, and educate the populace about the value of hiring a good lawyer when the need arises.

Not everyone holds lawyers in the highest esteem, but putting the law profession in the spotlight and center in the campaign will play up the role of our state's most distinguished leaders.

LEGAL HEALTH CHECKUP



ADWEEK
Creative

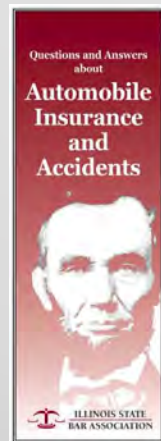
Lawyers Aren't So Bad—Honest

By Kamau High

NEW YORK The Illinois State Bar Association is attempting to rehabilitate the image of lawyers by using one of the



It also generated exceptional earned media

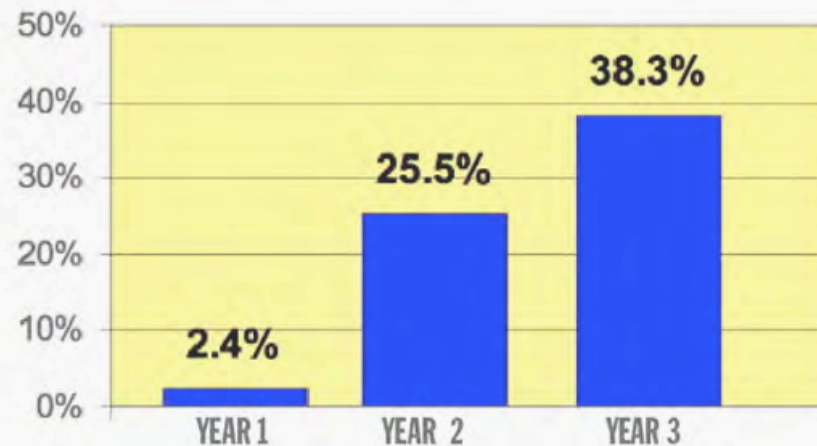


Additional examples of consistent branding for ISBA

Results?

A dramatic return on marketing investment (ROMI)

Have seen /heard specific ISBA ads



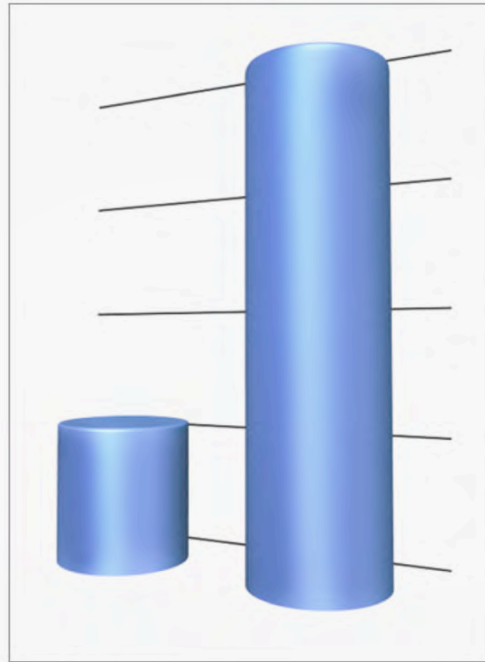
- Among those who indicating having seen or heard the advertising, sizable proportions indicate the advertising has motivated them to learn more.

Raised brand awareness & interest



SOURCE: GOOGLE ANALYTICS – ISBALAWYERS

Absolute Unique Visitors +424%



ISBA IT DEPARTMENT

Phone Call Volume +243



Association Income

Increased website traffic, call volume and association income

| | |
|--|------------------|
| “ illinois bar association lawyer ” | |
| # OF SEARCHES POST-ANDVERTISING | 2,378 |
| # OF SEARCHES PRE-ANDVERTISING | 88 |
| % CHANGE | 2,602.27% |

Created a new keyword search phrase for category

**“Everyone, please give our Agency a standing ovation.
They’re truly our ad partner in every sense of the word.
Not only have they worked diligently
to change the image of lawyers but for many of us
they’ve changed our image of ad men.”**

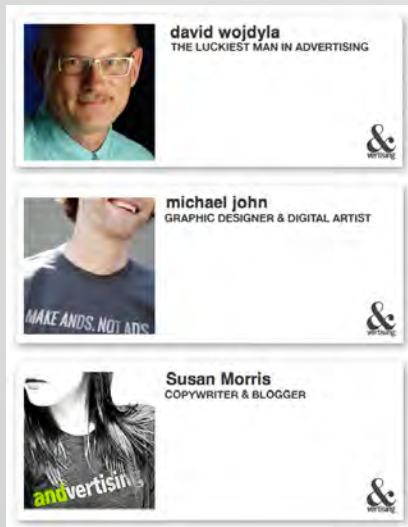
RICHARD W. ZUCKERMAN
CO-CHAIR
ISBA COMMITTEE ON STRATEGIC
MARKETING FOR ILLINOIS LAWYERS

And earned a pretty good pat on the back!

So, is there anything we can do for you?

about us

(and)vertisinginc—formerly &wojdyla—is a full service digital ad agency that helps brands spend less and do more.



Our team of three includes a Boomer, GenX-er and Millennial.

True, it's a smallish staff.

But google any of us and you'll quickly see we know our stuff.

Besides, with several dozen andvertising partners, available at a moment's notice, we can assemble a team to tackle just about any marketing problem.



Helen Keller (1880-1968)

alone we can
do so little.
together we can
do so much.

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