

CLEMONS LAW AD BLITZ



Marketing Approach

No Exit Productions
Thomas Y. Lynch [Owner]



Research & Planning:

The Clemons Law Firm provides legal services primarily to the Eastern North Carolina area and is known for its slogan, "Bad things happen to good people." This campaign aims to heighten the awareness of services and increase customer base loyalty. In the legal industry, customer loyalty leads to consistent consumer service utilization. No Exit Productions will create a serial video ad campaign to make the slogan and the company household names regarding legal services within Eastern North Carolina. Our defined campaign goals are:

1. Increase customer inquiries about services
2. Increase public awareness of the slogan through Social Media
3. Develop an approachable image of the company's owner
4. Develop videos that are impactful to the mission of the organization.

Marketing Modules:

The Clemons Law Firm website will be the main platform that will debut the modules. The videos will be diverse and cover different subject matters that relate to dependability and trust. Tyrell Clemons (owner) will be featured in each as the "star".

Deployment:

Videos will be produced in 30 second and 60 second commercial syle segments, and will be deployed on the following platforms:

Instagram
Facebook
Twitter
YouTube
Snapchat
WITN-TV (channel 7)
WNCT-TV (channel 9)
GPAT-TV (Suddenlink Channel 23)
Client email lists

Results/Eval:

All products were deployed in a timely manner, results (at the time of this report), are still being gathered. The media modules below are a few of the videos produced.

<https://youtu.be/DstlSuZ48Vc> - When I hear those words

https://youtu.be/OQjgdUoA_Y - Legacy

<https://youtu.be/2rDN2Ue0708> -Work

<https://youtu.be/YMaIFDvKAtQ> - Gladiator

<https://youtu.be/w0jcWYLvIbg> - The Game