



Law firms specializing in intellectual property are facing increasing competition from both upstart IP boutiques and general practice firms looking to grow their IP practices. Merchant and Gould hired Snow to gain visibility for its Minneapolis headquarters and satellite offices in Atlanta, Denver, Seattle and Washington, DC.

## Standing Out in a Crowd

Merchant & Gould is a national law firm engaged exclusively in intellectual property law. The firm's practice includes patent, trademark, copyright, unfair competition and related litigation. Merchant & Gould has over 100 attorneys at six offices nationwide and a rich 100-year history.

### Our Objectives

- Position Merchant & Gould as a leading national IP law firm.
- Promote Merchant & Gould attorneys as legal experts regarding IP trends and relevant cases.
- Position Merchant and Gould as not only a legal resource, but also a strategic partner to clients.

### Our Actions

- Identified key experts within the firm who could contribute their expertise on various issues.
- Contacted local and national media outlets to establish Merchant and Gould attorneys as experts on relevant IP topics and trends.
- Placed and prepared bylined articles on relevant IP-related issues for national, business and legal media.

### The Results

- Research showed Merchant & Gould had limited media coverage prior to its campaign with Snow. Within the first year it retained the firm, nearly 60 articles about it appeared.
- In its critical, local Minneapolis/St. Paul market, Merchant & Gould replaced a major competitor as the dominant source regarding third-party IP expertise quoted by the media.
- Media penetration included key publications in the IP and legal press: *IP Law and Business* and *The National Law Journal* and *Managing Intellectual Property*.
- Vertical-market penetration through bylined article placement in *Bio Pharm International*, *Genetic Engineering News* and *Biotech*.
- Business press coverage included attorney quotes in *Forbes*, the (Minneapolis) *Star Tribune* and *Entrepreneur*.
- Snow's campaign impressions totaled more than 3 million in one 3-month period, with a cost per impression of \$0.014.

**Merchant & Gould**  
An Intellectual Property Law Firm