



Like Part of the Family

Hundreds
of client cases
looked after.

12
areas of legal practice.

One
team working
towards one result.

What Do You Do When You've Never Been Arrested and Now Need a Lawyer?

For those entering the justice system on the wrong side of the law, this is a scary and uncertain time. Where do you turn? Who do you call? Who can you trust and count on? These are critical questions that confront the clients of Sitar & Milczarek. As criminal defence attorneys in Alberta, they are called on to provide legal counsel and defence to people facing these questions every day.

Aside from visiting the local police lockup, how do criminal defence attorneys find new clients and how do attorneys stand out in a VERY crowded field with me-too firms? And once found, how do they build trust with someone who is going through one of the most stressful experiences they will likely face in their life?

The partners at Sitar & Milczarek were doing well, but wondered how they could do better. They wanted to better reach those needing their services, those who didn't know of the firm, the partners or the amazing services they provide. And they wanted to distill the essence of the firm that would build trust with their potential clients. Reaching out to Rebox meant Sitar & Milczarek was actively looking to refine their brand and enhance the way they communicated their story and lived their brand.

For Sitar & Milczarek, our work started by distilling their existing brand. We uncovered the needs and emotional drivers of their current and past clients through a series of interviews and surveys, while maintaining the highest level of client confidentiality. Our team also reached out to the general public (aka potential future clients) to better understand what they would most value in a defence attorney when confronted with criminal proceedings. We would then serve the distilled brand for Sitar & Milczarek through an updated website.

SERVICES PROVIDED

- ~ Brand Distilling
- ~ Market Insight
- ~ Client Interviews
- ~ Website Design
- ~ Art Direction
- ~ Copywriting

INDUSTRIES SERVED

- ~ Criminal Defence
- ~ Legal Services
- ~ Professional Services
- ~ Small Business

Rebox, a B2B Brand Distillery
WeAreRebox.com

REBOX
A B2B BRAND DISTILLERY

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Distilling the Brand

From our initial meeting with the Partners at Sitar & Milczarek, it was clear that the catalyst event signalling a need for their services was pretty obvious: a potential client would find themselves on the wrong side of the law.

What was unclear was *why* a client would choose one firm or defence attorney over another. What was the magical differentiating factor? At the peak of that very stressful situation, what were the most important factors a potential client would look for before engaging with a lawyer and firm? In other words, “Why You?”

After distilling the Sitar & Milczarek brand, it became obvious that the biggest differentiating factor to their clients was the Sitar & Milczarek Client Experience—all the actions associated with the firm taking care of the client and their families. It was the reassurance provided to their clients through a caring approach, not the “hollywood defender fighting for a noble cause or innocent victim”. The Sitar & Milczarek brand was unique in that they looked after their clients with all the care, fervor and passion as a valued member of their family. Here was the unique opportunity for Sitar & Milczarek to present their unique and well-distilled brand.

For their boutique “family” firm, Sitar & Milczarek took care of their clients as if they *were* family. And they brought the experience of the entire team to the table. Instead of competing with other firms based on their extensive legal experience, which was found to be table stakes, Sitar & Milczarek offered a much more empathetic experience for their clients.

Packaging the Brand Story

For Sitar & Milczarek to deliver their message successfully to their clients, a new website was developed to clearly present their refined brand story. With the days of people picking the first name out of the yellow pages long gone, the Sitar & Milczarek website would need to be easily accessible, quick to respond and emotionally engaging from the outset. It needed to communicate that this firm was there for their clients right from the beginning.

This perception would be created through the use of engaging text copy and connecting imagery used throughout their site. Where the majority of competitors employ a serious and cold tone through arms-crossed photos and meaningless platitudes to establish credibility, a fresh look would work for establishing the caring Sitar & Milczarek brand. Rebox worked with Sitar & Milczarek’s chosen photographer to craft approachable—but still professional—photos that would build trust from the moment someone landed on the website.

Refreshed copywriting would work in concert with the photos to not only establish trust and empathy with clients, but also guide them through what was to come. As both principals are engaged in professional teaching opportunities, it was felt that this educational aspect of the site would deliver additional value for clients, while establishing Sitar & Milczarek as subject matter experts.

The Result

The distilled brand and website have opened up new advertising opportunities for Sitar & Milczarek. This has led to more calls and more clients, as well as an enhanced reputation amongst peers. We continue to work with the principals at Sitar & Milczarek to advise when a new ad campaign or brand play is considered.

KEY TAKEAWAYS

- ~ Listen to what your brand is saying. Being human at a time when people REALLY need you to be human is not only comforting, it’s often authentic and builds trust.
- ~ Being human doesn’t conflict with being professional. For professional services firms, humanizing the brand experience has to be backed up with delivering the professional service.
- ~ Be bold. Don’t try to compete with the same messaging as everyone else. Figure out what your brand really is and then proudly present that brand to your market. They’ll often thank you for being bold.

Need a little help distilling your own brand and brand story? Curious what really makes you unique & valued? Building a great brand and telling a story worth repeating takes insight, courage and dedication. We’re honoured to play a significant part in that process and would love to see if we’re the right fit for you.

