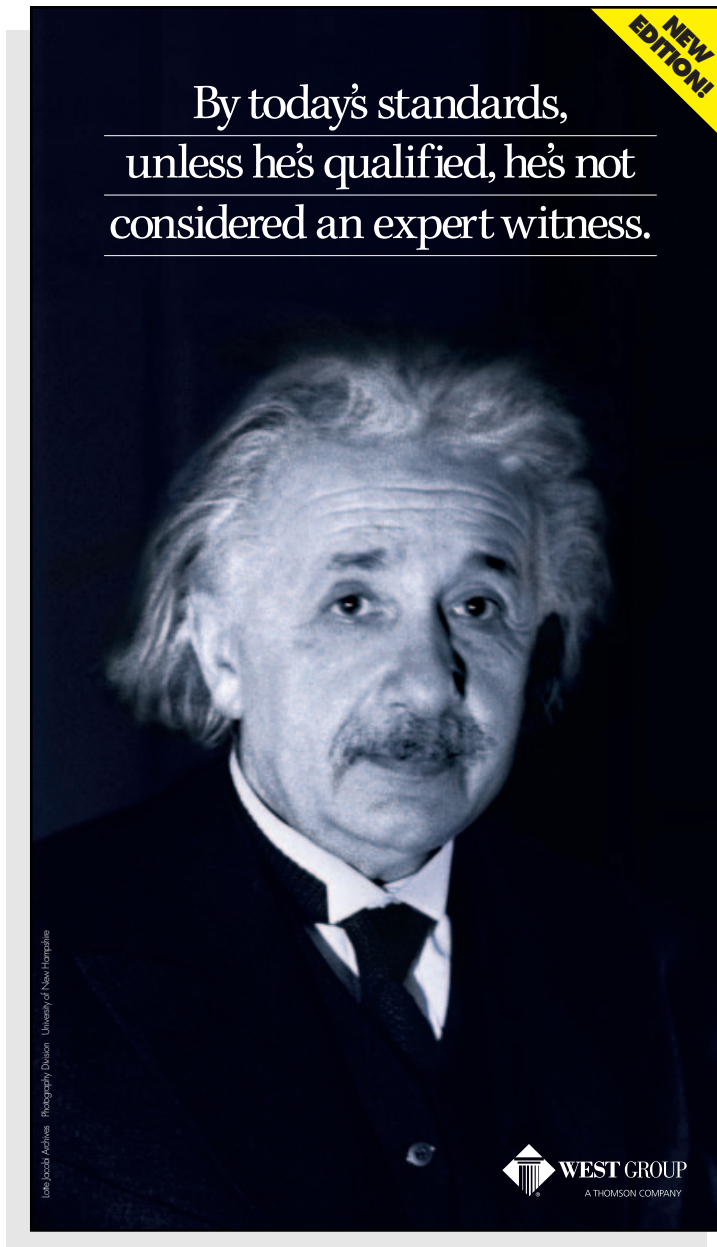


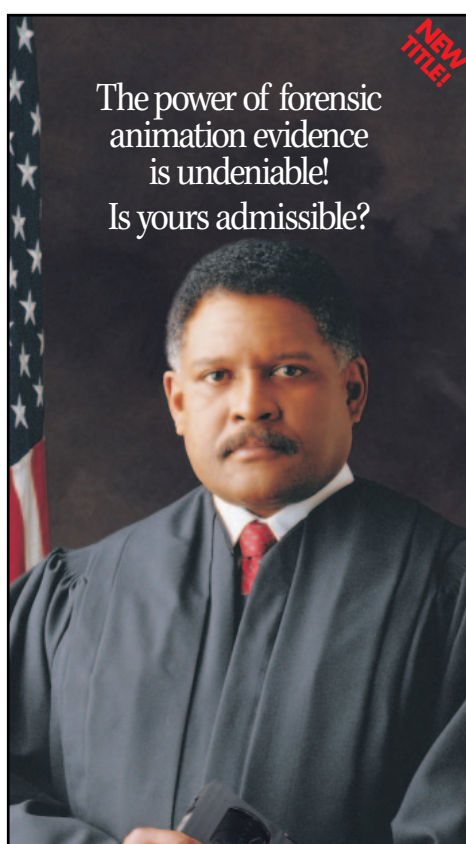
## • Market Situation

This market is more explicitly concerned with winning because, by the time a case gets to trial, preventive and negotiated approaches have been found wanting, if not completely exhausted. It is a public, performative, results-driven area of the law that benefits from emotional appeals.

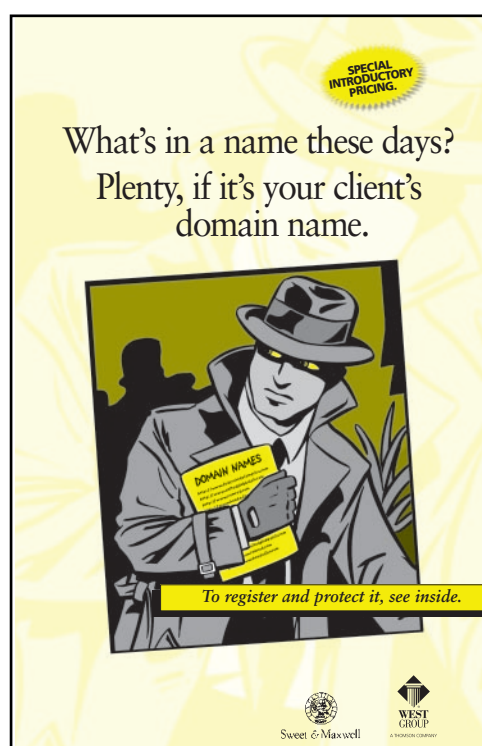
## Creative Executions



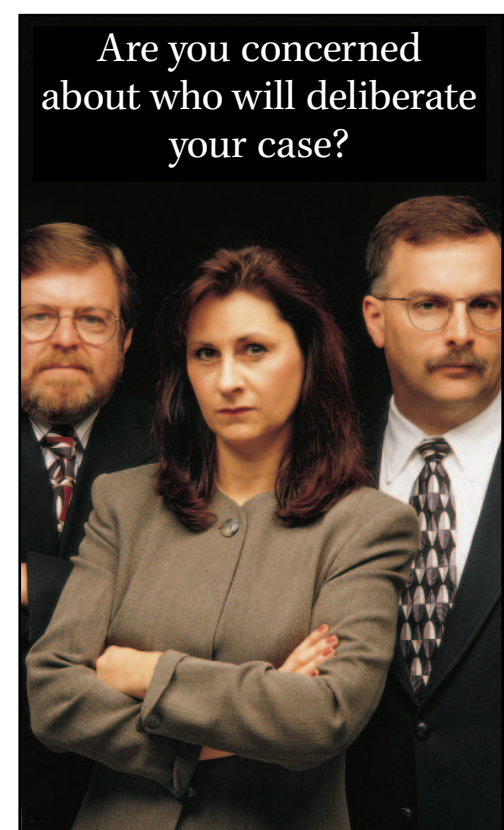
Many trials hinge on the quality and testimony of expert witnesses. Recently the Supreme Court ruled on two cases and raised the bar on who is considered an expert witness. A well-prepared opposing attorney can discredit or have excluded the testimony of even a well-known expert witness.



This self-mailer first appeared as part of a classic package, addressing the use of audio and videotape re-creations being accepted into evidence.



The e-business revolution promises to bring as many challenges as it does advancements. One of the biggest may be the protection of the "rightful owners" of domain names.



This self-mailer addressed the important area of jury selection by employing an often-used West Group creative tactic: Fear.