

• Market Situation

In response to the corporate need for highly trained foreign employees, an increasing number of large firms have added immigration experts. Immigration law is procedurally finicky, while at the same time having profound human consequences. The most salient fact about a majority of this audience is that they are sensitive both to cost and to a perceived inattention from West Group. One competitor has successfully marketed a low-priced, Web-based product by using an emotional appeal as a David vs. West Group's Goliath.

Creative Executions



• Rationale

While West Group cannot claim to be a “David,” we can show that we understand the realities of the immigration practice and can provide the resources needed to successfully advocate for a client. The idea is to make it clear that West Group understands the human aspects of what these attorneys (and non-attorneys) are doing. This in turn will help us convince them that we care about them. After all, we will show that we understand both the consequences of what they do and the need for high quality resources to get that job done.

• Themeline

IMMIGRATION RESOURCES

YOUR HUMAN RESOURCE



The Foundation for a Big Idea

Although these earlier pieces of the immigration line don't contain the positioning line, they represented the foundation that established and supported the idea of a unified look for the entire series of products.

