ROBINS KAPLAN LLP

CLIENT
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PROJECT
SUMMARY OF SHARING 2014
ANNUAL COMMUNITY SERVICE CAMPAIGN

CLIENT

Robins Kaplan LLP is among the nation's premier trial law firms, with more than 220 attorneys in six major cities across the country. With a clear focus on business results for their clients, they have achieved landmark triumphs and earned numerous accolades within the industry.

CHALLENGE

Founded on a strong belief in community service, Robins Kaplan annually contributes millions of dollars and donates more than 20,000 billable hours to causes and organizations. Because of this, in 2014 they implemented a new brand identity emphasizing their ideology on the importance of community service, which included a new tag line, "Rewriting the Odds." Robins Kaplan wanted to create a campaign to bring the new brand to life and demonstrate the scope of its charitable work but, more importantly, set an example for others that are in a position to help those in need. In order to do this, their efforts had to be communicated in a more engaging way than typical annual reports and reach a larger audience in an easily digestible and shareable way.

APPROACH

Using emotional and compelling stories as the foundation, Woodruff Sweitzer created Robins Kaplan's *Summary of Sharing 2014* annual report, which not only detailed the results of the community service efforts but extended the stories of the organizations and people behind them. The 78-page report relied less on copy-heavy pages and more on infographic-style layouts and captivating imagery. More than 2,500 copies of the report were printed for clients, potential nonprofits that Robins Kaplan may be interested in working with, managing partners, employees and their families. An interactive digital version of the report was made available on a unique pro bono and community page on the Robins Kaplan website.

To draw in additional viewers, Woodruff Sweitzer produced numerous videos that enhanced the empowering stories from the report. A corporate video and six video vignettes of featured organizations were made available online; they were also called out throughout the printed report and featured in the interactive digital version. In conjunction, a social media campaign including content teasers and videos was executed to help reach a broader audience and encourage engagement with the general community and organizations Robins Kaplan worked with.

RESULTS

The *Summary of Sharing 2014* project set the bar for how the firm's community service will be communicated moving forward, and is considered one of the most engaging communications efforts Robins Kaplan has ever implemented. Both clients and supported organizations spoke highly of the effort, with a number of nonprofit organizations expressing interest in being a part of subsequent projects. Traffic to the community page on the Robins Kaplan website increased and accounted for 21 percent of the overall website traffic during the first month after its introduction. More than 700 people engaged with the project and 50,000 impressions were received through social media. Videos were viewed nearly 650 times.

Above all, this project influenced Robins Kaplan's new brand, setting the style and tone for their new look moving forward.

Woodruff Sweitzer