

Case study: Darbys Solicitors LLP



The Challenge

Having previously worked with marketing experts and consultants, Darbys did not have a strong, long term marketing strategy. With a number of strong teams within the firm, the existing marketing was being carried out by individual teams and not the firm as a whole, leading to inconsistent messages.

The Objective

Darbys needed a good marketing strategy that would enable the firm to meet their long term objectives. In addition, they wanted on-going support for their marketing team to ensure the plans were implemented.

The Result

Eyes Wide Open undertook a major review of the firm and its marketing activity. The result was a clear direction for the firm, based around two major points

- Clear re-positioning and communications to support this
- Implementation of a process driven approach to marketing that will lead to all the teams working together rather than as individual firms.

We are now entering the second phase of the work with a suite of new communications and a programme of on-going activity.

“EWO have provided us with a straight talking approach to our marketing that has meant we can understand their recommendations and how to achieve our objectives. The results have been good and well received by all parties.” **William Selby-Lowndes - Partner**

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