

Richard M. Renkin and Associates Website

At A Glance

Name: Richard M. Renkin and Associates
San Diego, CA
www.renkinlaw.com

Industry: Law

Date: February 2007

Goals

- Create a website that conveys the Renkin mission of providing professional, aggressive representation
- Make the website informative
- Make the website easy to navigate
- Provide information for the viewer about:
 - What Renkin Law stands for
 - Frequently asked questions about Family Law
 - Services offered
 - Qualifications
 - How to contact

Key challenge

- The website needed to be characterized as professional and assertive while maintaining a warm, sympathetic look and feel.

Solution

- Meet with Renkin Law to understand website objectives
- Work with Renkin Law for pictures and content
- Design and produce website to fit the Renkin identity

Executed by: MARKETING SOLUTIONS by CESSON

Background

For many, there is a risk involved when working with lawyers, for they are detail-oriented and predisposed to find flaws. Still, this did not deter MARKETING SOLUTIONS by CESSON. Confident in our ability to produce a superior website, we took on the challenge of creating a website to enhance the brand identity of Richard M. Renkin and Associates.

Richard M. Renkin and Associates is a San Diego-based certified family law specialist that provides professional, aggressive representation. For more information, please visit www.renkinlaw.com.

Vision

MARKETING SOLUTIONS by CESSON prides itself on initially taking the time with each client to understand the company's core values and identity before exploring the client's specific marketing needs. This upfront work ensures that each project will be completed effectively, efficiently and correctly.

MARKETING SOLUTIONS by CESSON met with Richard Renkin to map out the details of the site and gain an overall understanding of Richard M. Renkin and Associates. At the end of this meeting, MARKETING SOLUTIONS by CESSON was able to identify the essential messages that would drive www.renkinlaw.com.

Working together, both companies set the project goals, including the following:

- Provide information about family law
- Emphasize "Certified Family Law Specialist"
- Create a new, improved version of the Renkin Law website that communicates the key characteristics of:
 - Professional
 - Aggressive
 - Warm
 - Sympathetic

In summary, the intent of the website was to enhance the image and credibility of the law practice while providing information to visitors. In addition, the website will be used to encourage people to seek a consultation with the law office, keeping in mind the above key characteristics. Because Richard M. Renkin and Associates chose to maintain their longstanding slogan: *Providing Professional, Aggressive Representation*, the website had to be in line with that.

DELIVERY

The following components were used to accomplish the vision that MARKETING SOLUTIONS by CESSON and Richard Renkin had for the website:

- Layout/Color scheme
 - Simple yet professional
 - Easy navigation throughout website
 - Blue and grey colors
- Imagery
 - Engaging flash animation
 - Emotional appeal
 - Aggressive
- Call to action
 - *Free Consultation*
- Provide information
 - Frequently Asked Questions in each section
 - Helpful links to support organizations
 - Contact information

The above elements had to coincide with the aforementioned values and characteristics: professional, aggressive, warm and sympathetic. By keeping these



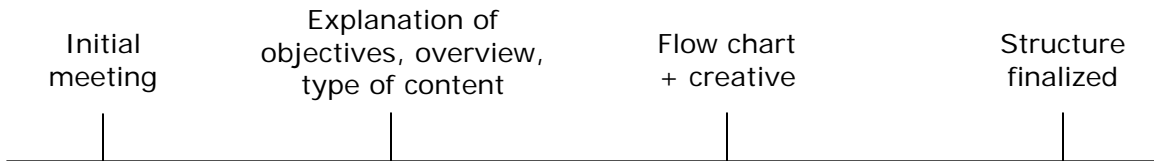
values consistent with the visual representation on the website, MARKETING SOLUTIONS by CESSON helped create a distinct identity for Richard M. Renkin and Associates to showcase to existing and potential clients.

Images and colors were carefully chosen and placed. The colors blue and grey are ideal for professionals. By using a warmer shade of blue, the website can convey an aggressive nature while maintaining a certain warmth.

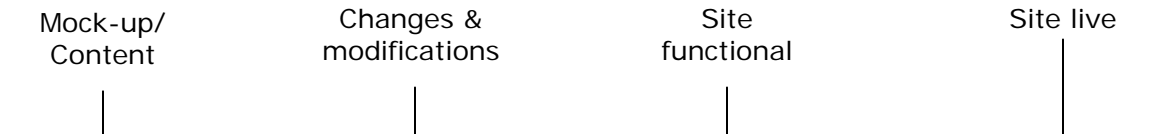
The images chosen represent every value Renkin seeks to convey. Images of children and parents demonstrate that Richard M. Renkin and Associates is concerned about families and sympathetic to the undesirable situations they often face when entering a family law office. In addition to the family images, the image of lawyers working and an office building reminds the viewer that while the firm is sympathetic, its associates are there to work hard for the rights of all parties involved. MARKETING SOLUTIONS by CESSON used Flash animation to keep the viewer interested and to show all these images consecutively.

MARKETING SOLUTIONS by CESSON kept on track with the following timeline worked out with Richard Renkin:

Timeline



January



February

RESULTS

MARKETING SOLUTIONS by CESSON was confident at the start of this project that it could exceed the goals established with Richard M. Renkin and Associates. The new website has given the law firm a solid platform for enhancing its brand image, clarifying its identity and providing the public with information concerning family law.

Richard Renkin was so pleased with the work MARKETING SOLUTIONS by CESSON did for his company that he sent the following letter expressing his satisfaction.



April 13, 2007

Dear Mr. Cesson:

I would like to take this opportunity to thank you for the wonderful job you and your staff did on my web site. Everyone in your organization that I have dealt with has been highly professional and easy to reach. Your creative staff provided me with a series of options I never could have thought of myself.

I have and certainly will again recommend your organization to my friends and clients. Working with you personally has been a rewarding experience and I hope to maintain our relationship for many years to come.

Sincerely,

Richard M. Renkin, CFLS