

# STRATEGY AND MESSAGE DEVELOPMENT

[THAT IS, HOW CAN YOU SHOW YOU'RE BETTER IF YOU LOOK EXACTLY THE SAME?]

SKYLINES



WE WORK IN A CITY!

SMILING LAWYERS



PEOPLE WORK HERE!

SHAKING HANDS



WE'RE YOUR PARTNER!

GAVEL



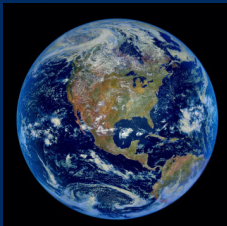
YUP, WE'RE LAWYERS.

BLURRY MAN RUNNING UP STEPS



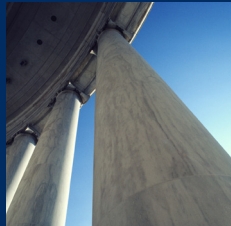
OUT OF MY WAY!  
LATE FOR COURT!

GLOBE/MAP



WE DID A DEAL  
IN TORONTO ONCE!

COLUMNS/COURTHOUSE



WE'RE LAWYERS!

CRAYONS/FLAGS/CIRCLE OF HANDS



DIVERSITY!

BUILDING/ARCHITECTURAL DETAIL



WE WORK IN A BUILDING!

MAZE



WE SOLVE PUZZLES.

LIGHT BULBS



WE HAVE GOOD IDEAS!

CHESS PIECES



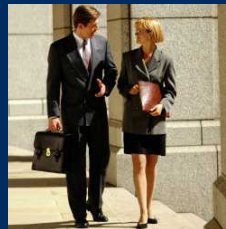
WE'RE STRATEGIC!

DIVERSE CONFERENCE ROOM



[INSERT STOCK PHOTO]

MAN/WOMAN WALKING, IN SUITS



THAT'S OUR PROFESSION'S  
ACTION SHOT.

DART BOARD



WE'RE ON TARGET.

SCALES OF JUSTICE



STILL JUST LAWYERS.

WIND TURBINE



WE HAVE AN ENERGY CLIENT.

BOOKS



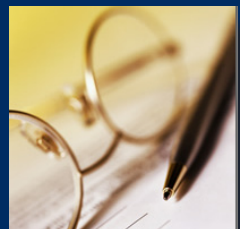
THIS MIGHT BE 2012,  
BUT WE STILL USE BOOKS.

ROWING/MUSICIANS



WE WORK AS A TEAM!

EYEGASSES OR PEN ON A DOCUMENT



WE WORK ON DOCUMENTS.