

CASE STUDY

Boosting Brand Awareness with Vehicle Wraps for a Law Firm



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In today's highly competitive market, it is crucial for businesses, especially law firms, to stand out and effectively communicate their brand to potential clients. One effective way to achieve this goal is through vehicle wraps.

OBJECTIVE

The objective of this case study is to showcase how a law firm leveraged vehicle wraps to boost brand awareness and reach a wider audience.

BACKGROUND

The law firm is a small, locally-owned practice specializing in personal injury and workers' compensation cases. The firm wanted to increase visibility and generate more leads in their area.

Ponce Law, legal team and attorneys have been serving the personal injury legal needs of Tennessee residents for more than 20 years. Their experienced Nashville personal injury attorneys strive to provide each and every client with the finest legal representation available, and they're there to protect client rights. They want to help clients get the best possible results for their claims.

Whether the client is applying for Social Security Disability benefits or has been injured in an auto accident, they can count on Ponce Law's team of legal professionals to provide them with the compassionate, respectful, and honest legal help needed.

SOLUTION

The law firm invested in a fleet of vehicles wrapped with eye-catching graphics and clear messaging about their services. The wraps prominently displayed the law firm's logo, contact information, and a tagline highlighting their expertise in personal injury and workers' compensation cases.

The vehicle wraps proved to be an effective marketing tool for the law firm. The firm received numerous compliments from clients and the community about the wraps, and their brand recognition significantly improved. The wraps also helped the firm reach a wider audience as the vehicles traveled throughout the community and on highways, making the firm more visible to potential clients.

In addition to boosting brand awareness, the wraps also helped the law firm generate more leads. The clear contact information and messaging on the wraps encouraged potential clients to reach out for more information or to schedule a consultation.

RESULTS

2,501,601

Total Impressions generated since June 2022

42,254

Miles driven

\$2.45

(cost per thousand impressions)

2

Renewals

We appreciate Nickelytics' commitment to providing measurable results for their clients. They use data to track the effectiveness of their campaigns, so their clients know they are getting a return on their investment. The team is professional, responsive, and easy to work with, creating hassle-free ad campaigns.

Overall, we highly recommend Nickelytics for anyone looking to advertise their brand uniquely and effectively. - Ponce Law



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501 E Kennedy Blvd #650, Tampa, FL 33602

info@nickelytics.com