

How to Talk About Kaye Scholer

Effectively Communicating Our Brand to Clients

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How Well Do You Know Kaye Scholer?

- Which of Kaye Scholer's founders was also a Broadway playwright?
- Can you name our eight legal departments?
- Which of the following companies is not a client? Nintendo, Google, Amazon.com, LinkedIn
- Which is our largest office outside the US?
- What law did Firm superstar Milton Handler draft while he was in the FDR Administration after a legally marketed toxic elixir killed 107 Americans?
- For what banking client did we advise on the financing of Michael Jackson's acquisition of the Beatles' catalog?

Why Unified Messaging Matters

- Creates favorable impression of the Firm overall
- Educates clients, prospects, recruiters, laterals, law schools, peer firms and reporters about who we are and what we stand for
- Allows us to tell our story, not have others tell it for us – word-of-mouth is the best way to raise reputation and attract clients
- Makes it easier to cross-sell when partners know what others are doing/achieving across practices and offices
- Raises comfort level/reduces stress = more effective marketing

Who We Are (Firm Description)

- Kaye Scholer combines the continuity and business acumen of a century-old law firm with a forward-looking, results-driven approach focused around lasting client relationships (who we are, how we do it)
- With strengths in five core areas—corporate, finance, intellectual property, litigation, and real estate and two key industries—life sciences and financial services—we offer strategic guidance and legal services to public and private entities facing litigation, transactional or governance challenges.(what we offer/who we serve)
- Our lawyers regularly advise on matters across multiple legal jurisdictions, including the US, UK, EU, Canada and China (where we do it)

Our Platform

- Full-service US firm with an international reach
 - Approximately 25% of our work comes from entities based outside the United States
- 130 partners; 426 lawyers firmwide
- Rank 79 in 2014 AmLaw 100 based on revenues; 37 by revenue per lawyer
- Known for long-standing trusted client relationships: 80+ clients have been with us for 20+ years, including Novartis, Pfizer, Onex, Hershey, Random House, JP Morgan Chase, Citigroup

Our Platform

- Cannot be all things to all people. Focused on our strengths in five core areas (litigation, M&A/private equity, IP, real estate finance, structured and asset finance) and two key industries: life sciences and financial services
- Technology, consumer products, aviation & aerospace, and energy & infrastructure are also core industries
- Organized around practices and industries rather than by office
- 50% of work litigation-based (including IP and Bankruptcy); 45% transactional; 5% regulatory/other

How We're Organized

Eight legal departments: Bankruptcy & Restructuring, Complex Commercial Litigation; Corporate; Finance; Intellectual Property; National Security, Government Contracts & Regulatory Compliance; Real Estate; Tax & Private Clients

- Feeds into

- Thirty-five practices
- Four active industry groups: Life Sciences, Investment Funds, Consumer Products (Food, Beverage & Supplements) and Energy & Infrastructure
- Two geographic groups: Canada and Asia-Pacific

Our Four Key Messages (Attributes)

1. **Trusted strategic counselors:** We partner with clients to help them solve not just legal issues, but those matters that affect the very foundations of their business
2. **Business savvy:** Because of our deep knowledge of core industries, we're able to quickly cut through the weeds to focus on the key points that must be resolved to reach clients' objectives (saving time and money)
3. **Imaginative/innovative:** We see where a potential opportunity or threat might lead down the road, where others only see what's right in front of them
4. **Results driven:** Practical, efficient approach to client projects; but not afraid to deal with the tough issues or play hardball when warranted in the courtroom and boardroom

What We Offer (Transactional Practices)

- Drawing on our in-depth knowledge of core industries, take a holistic approach to transactional matters to ensure that related or underlying issues such as national security, tax, or labor & employment questions that could derail or slow down a deal are artfully addressed
- Based on in-house resources available, the size and scope of the project, deadline and how a specific project fits in with clients' other key objectives, recommend and structure a transaction with senior-level attention and lean staffing

What We Offer (Adversarial Practices)

- Dollars & Sense Approach
 - Recommend alternatives to litigation that still allow clients to meet their end goals
 - Seasoned trial professionals: 21 of our litigators are former AUSAs; we also count a former judge, AAGs, ADAs and Crime Unit Chiefs among our ranks, which allows us to quickly pinpoint the more “sticky” issues and help clients begin winning the case before the trial even starts
 - Project manage cases to maximize internal and external resources, use legal staff effectively, and limit “surprises” when it comes to costs
 - Anticipated outcomes drawing on decades of experience serving as national coordinating counsel on complex multidistrict litigations
 - Many of our litigators are also trained scientists and engineers who are highly adept at explaining technical details in plain English, giving clients an edge with both judges and juries

Industry Focused. Client Driven.

- **Life Sciences:** Novartis, Pfizer, Affymetrix, Boston Scientific, Complete Genomics, Eisai Inc., Endo Pharmaceuticals, Genentech, GlaxoSmithKline, OSI Pharmaceuticals, Sanofi, Sequenom
- **Financial Services:** American Securities, Bank of America, Bregal Capital, Canada Pension Plan Investment Board, Citigroup, Onex Corporation, Moelis Capital Partners, NexBank, Royal Bank of Scotland, UBS
- **Real Estate:** Deutsche Bank, Greenfield Partners, Jeffries LoanCore, PB Capital, UBS Real Estate Securities, Five Oaks Investment Corp.
- **Technology:** Google, Amazon, Nintendo, Cisco Systems, Comdata, QinetiQ
- **Consumer Products:** Hershey, Random House, Time Warner Cable, Lutron Electronics, Staples, Philip Morris USA, Avery Dennison Corporation, The Body Shop, Kenneth Cole
- **Energy & Infrastructure:** Caisse de dépôt et placement du Québec, Duke Energy-Indiana, ExxonMobil, Westinghouse, Port of Los Angeles/LAX

Where We Lead

- Recognized for superior client service: Life Sciences, Product Liability and Structured Finance - *2013 Chambers USA*
- Recognized for commercial awareness (deep understanding of an industry or area of experience): Life Sciences, Product Liability – *2013 Chambers USA*
- Five practices ranked worldwide: Corporate/M&A; Dispute Resolution; Intellectual Property, International Trade (export control); Securitization – *2013 Chambers Global*
- 14 National Tier 1 Rankings – *2014 U.S. News/Best Lawyers*
 - Antitrust; Bankruptcy & Restructuring; Corporate; Information Technology; Life Sciences; Litigation: Antitrust, Bankruptcy, Mass Tort/Class Action Defense, Patent, Product Liability; Patent Law; Private Equity Law; Securitization & Structured Finance; Trademark Law

How PR Can Help You

Why PR?

- GC survey on the top activities to win new clients identified thought-leadership PR (credentialing) second only to client referral or in-person introductory meeting*
- Top Credentialing Activities
 - Quoted as a thought-leader by the media
 - Presenting at a **small** educational seminar (webinars, roundtables, etc)
 - Practicing at a well-regarded firm (reputation management and rankings)
 - Authoring bylined articles for the trade press
- **3 thought-leader quotes = 1 client referral**

* The Attorney Hiring Zone: Top Activities to Win New Clients (2010), BTI Consulting and Hellerman Baretz Communications)

Our PR Approach

- Help drive revenues/business through thought-leadership campaigns
 - Educate and persuade rather than just inform
 - Better for *NY Times* or *WSJ* to call us “leading authority” than for us to say it ourselves
- Unified messaging
- Constant repetition so it sinks in
- Demonstrate with concrete examples
- Act proactively, not reactively

What PR/Comms Can Do For You

Develop/implement PR campaigns in support of BD

- Message development & positioning (elevator speech)
- Set up briefings between lawyers and reporters
- Coordinate and screen all media interviews
- Draft/edit/place bylined articles
- Write press releases, Emerging Trends Q&As, video news releases, Best of Box and other web content
- Oversee award, ranking & directory submissions
- Use social media tools to extend traditional PR outreach
- PR client support (as needed—billable)

Enhance/Protect Firm Reputation

- Set/enforce media and social media policies in conjunction with leadership
- Ensure all communications conform with ABA and state bar ethics rules
- Establish best PR/Comms practices and work with attorneys and marketing staff to implement them
- Use both external and internal “touch points,” including Kaye Scholer Daily/Firm Intranet, to keep all up to date on firm and practice achievements
- Support recruiting efforts by helping to integrate new hires with effective communications/media training
- Counsel leadership on crisis communications

PR & Firmwide Communications Team

- **Director of PR & Firmwide Communications – Sandi Sonnenfeld**
 - Sets strategy and tactics for all PR activities and firmwide communications; handles high-level PR campaigns; leads positioning & messaging summits; online content; and internal/external comms related to offices, firm operations, pro bono, diversity, etc.
- **PR Manager – Tania Zamorsky (has law degree/background in IP)**
 - Oversees day-to-day PR activities and outreach, including social media; helps identify compelling story ideas and news angles; builds relationships with journalists
- **Awards & Rankings Manager – Mariellen Gutwein**
 - Recommends strategy, sets schedule and reviews all awards and ranking submissions to maximize results; counsels lawyers and BD staff on client reference selections; builds relationships with editorial/directories staff
- **PR & Comms Coordinator – Lee (Leila) Jutton**
 - Writes *Kaye Scholer Daily*; tracks/analyzes media coverage; provides writing, media pitching, website content, PR research and awards support

Want to know more?

- Current Firm News
 - Firm brochure: “Breakthroughs”
(www.kayescholer.com/firm/brochure/Breakthroughs.pdf)
 - “Kaye Scholer Daily” – internal newsletter
 - Read the homepage of our website (www.kayescholer.com)
- Firm policies and procedures
 - Who to call for what under Marketing page of Intranet
 - Kaye Scholer’s Style Guide, Media Policy and Social Media Policy all on the Intranet
 - Best practices for bylined articles, media interviews, social media and awards & rankings submissions under Marketing page of Intranet