

# Lawrence Graham by Glazer.™

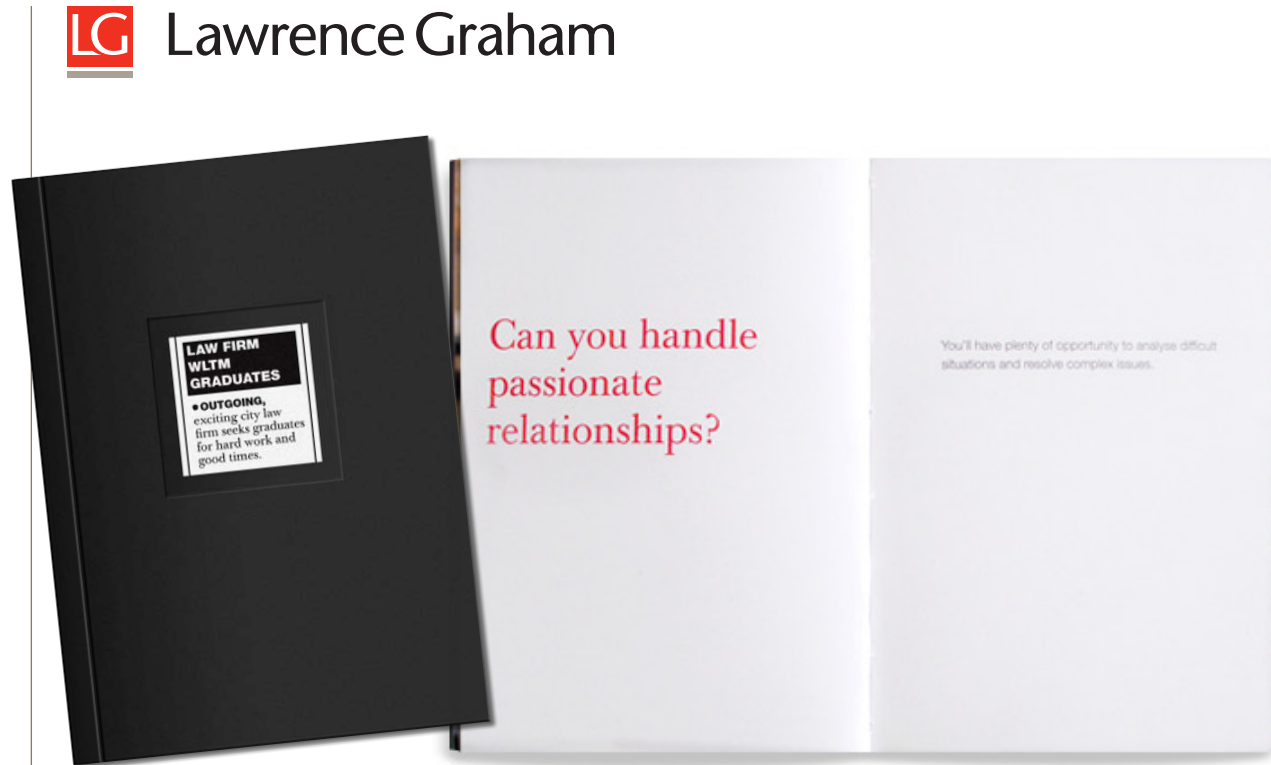
## Corporate Literature

As a mainstream City law firm, Lawrence Graham has to compete fiercely to attract the best possible graduate recruits. They had previously relied on relatively mundane communications literature which was barely differentiated from other companies in the legal/accountancy/banking/consultancy sectors.

They came to us for a fresh approach which would give them clear standout in a crowded marketplace. We reasoned that graduate recruitment advertising is analogous to 'dating'. The dating theme was also recognised as particularly relevant to the twenty-something target audience.

Accordingly we created a Little Black Book that used the terminology of 'dating' to describe what the company was looking for in a recruit. The text pages – amusing but never tacky – were interspersed with colour photos reflecting the sentiment of each spread.

Distinctive, stylish, refreshing and contemporary, the Little Black Book has significantly strengthened the Lawrence Graham brand with a key audience and resulted in 56% more applicants in its year of launch.



🏠 D&AD Winner

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