

UNDERSTANDING OUR VERBAL IDENTITY

Brand Messages, Tone and Voice

Brand Attribute	Translates to	Tone and Voice for Marketing Materials
Trusted strategic counselors	We partner with clients to help solve not just legal issues, but those issues that affect the very foundations of your business.	Engaged, familiar tone; inclusive language (you, your, us, we, our). Use attorneys' first names in bios to convey an ongoing dialogue between clients and lawyers and reinforce the idea that long-term relationships are based not only on positive outcomes but also on how we interact with our clients on a daily basis.
Imaginative	Ability to see opportunities or potential synergies where others only see what's right in front of them.	<p>Use narrative (tell stories) rather than just reciting facts to help clients and prospects "picture" themselves in a similar situation.</p> <p>Use visual and verbal metaphors (analogies) rather than literal representation whenever possible. Imagery quickly convey our areas of experience while highlighting the importance of simplicity (of design/process) and a sense of play/risk taking as crucial to invention.</p>
Adaptability/Innovative	We are energized by the dynamic and changing nature of the marketplace, and help clients innovate to stay ahead of the competition.	Lead with what matters most to clients. Cite specific steps or strategies that we took to secure a positive outcome and/or employ client case studies to demonstrate our experience rather than including long matter lists. Use present tense whenever possible to depict that change is constant.
Business Savvy	We quickly cut through the weeds to focus on the core issues that must be resolved to achieve clients' objectives.	<p>Targeted, well-reasoned, gets to the point (concise)</p> <p>Craft short pieces that quickly put the main idea in context in terms of potential impact on a client's business goals.</p>
Tech Savvy	<p>We employ the latest tools and technology to help fuel efficiencies or more effectively communicate complex issues to clients, juries or opposing counsel.</p> <p>Many of our lawyers also have advanced degrees and/or background in technology,</p>	<p>Complex ideas; simple language (avoid jargon)</p> <p>Employ bullets, headers and lots of white space to make ideas pop off the page. Embed links to related content rather than including attachments. Make pieces as interactive as possible.</p> <p>Show our savvy by the creation of a user-friendly website; effective use of intranets, extranets, QR codes on business cards, and in the look, quality and distribution of information to our clients (client alerts, newsletters, holiday cards, webinars, video and audio content etc.)</p>

	engineering, or the natural or biological sciences.	
Forward Thinking	Drawing on years of experience, we anticipate change so that clients can stay ahead of their competitors.	Create emerging trends Q&As, op/eds, white papers and bylined articles and other thought-leadership that demonstrate our understanding of crucial issues facing clients today but at the same time helps them prepare for the future.
Consistent	Consistent bench strength and quality lawyering across firm/practices due to our focus and experience on specific industries and regular use of lawyers at all levels when staffing matters.	Strategic use of repetition; strategic use of credentialing. Incorporate our key messages into all marketing materials to demonstrate uniformity and cohesion and ensure all lawyers and marketers use them consistently. Include relevant client comments/endorsements/third-party rankings or thought-leadership that highlight the strength and depth of a practice overall, rather than emphasizing individual accolades. Connect firm's storied past to quality of work delivered today.
Results Driven	Not afraid to deal with the tough issues or when warranted, play hard ball, to deliver clients the best outcomes possible for their particular needs.	Communicate from the client's POV: When developing RFPs, pitches or presentations, lay out the client's problem and potential solutions first and only secondarily talk about Kaye Scholer.

Mission Statement

To continue to be a profitable, highly-respected, full-service US law firm with international credentials that offers a balance of litigation and transactional capabilities and is dedicated to providing strategic guidance, delivering successful outcomes and building *longstanding trusted client relationships*.

Who We Are

Founded in [REDACTED] in 1917, [REDACTED] combines the continuity and business acumen of a century-old law firm with a forward-looking, results-driven approach focused around lasting client relationships. With industry strengths in life sciences, financial services, real estate, technology and energy & infrastructure, we offer strategic guidance and legal services to public and private entities facing litigation, transactional or governance challenges. [REDACTED] lawyers regularly advise on matters across multiple legal jurisdictions, including in the US, UK, EU, Canada, China and Japan.

How We Work with Clients

To help your company stay ahead of the market, we provide the legal services necessary to address the issues and exploit the opportunities that affect the very foundations of your business. We draw on our in-depth knowledge of key industries, ability to identify emerging business issues and technological advances to effectively manage matters, contain costs and better communicate complex issues to clients, courts or those seated opposite us in the board room. We have reliable and sophisticated computer programs for modeling assignment budgets and for efficiently tracking fees and expenses against them. We also utilize interactive media and modeling programs to educate juries or regulatory bodies on how, for example, a complex patent works.

Our Vision for the Future

- Over the years, we have built close relationships with clients in the life sciences and financial services sectors, enabling us to function as a client's strategic business partner rather than just legal counsel. Indeed 83 of our clients have been with ██████████ for 20+ years, including Pfizer, Novartis, JPMorgan, Time Warner Cable, Merrill Lynch, The Hershey Co, and Onex Corporation to name just a few.
- Duplicating and extending that model to other industries such as technology, energy, real estate, and media & entertainment is the key to our future success.
 - We are already making progress in that area as we have just formed a multidisciplinary Energy & Infrastructure Group which provides a 360 degree perspective on all aspects related to energy--from financing of wind power and alternative energy projects to the decommissioning of nuclear power plants to sovereign investment in infrastructure funds to energy-related litigation.
 - We are also extending our range of offerings in the life sciences and financial services sectors, having recently launched a multidisciplinary crisis management practice to address the very real challenges these two highly regulated industries face.
 - Just three years after opening our Silicon Valley office, we have significantly expanded the number of technology clients we serve--from emerging biotech companies like Complete Genomics to mega-giants like Amazon and Google.