



Kelley Kronenberg Wins Big at Legal Marketing Association's Southeast Regional Conference

Business law firm takes home three first place Your Honor Awards

FORT LAUDERDALE, Fla. – Kelley Kronenberg is pleased to announce that the Legal Marketing Association, Southeast Region (LMASE) has recognized the firm with three 2018 Your Honor Awards, the industry's most prestigious award for successful marketing initiatives. The business law firm was honored for its groundbreaking video recruiting campaign, accompanying careers microsite and an employee-focused internal marketing initiative. The Your Honor Awards is an annual international award program that recognizes excellence in legal marketing by promoting projects and programs that showcase innovation, creative strategy and return on marketing dollar investment. "Our team designed these initiatives to communicate the firm's values, showcase the human side of the diverse and talented people who work here, and position Kelley Kronenberg at the forefront of enticing top industry talent," said [Thomas Choberka](#), Kelley Kronenberg's Chief Marketing and Business Development Officer. "These marketing projects are cutting-edge in the legal industry and have helped meet our goals of highlighting company culture and increased business productivity. We are proud that Kelley Kronenberg is viewed as an innovator in the industry. It is gratifying to see our work recognized in such a big way, and it is an honor we are all proud to share."

Communications – Content Marketing: Conversations That Matter

The firm earned first place recognition in the Communications- Content Marketing category for its [Conversations That Matter](#) video recruiting campaign. The Communication – Content Marketing category evaluates the planning and execution of campaigns that involve the creation of content around a specific topic and includes projects that capture the innovative use of rich media, photos, videos, and podcasts. Conversations That Matter is a crucial element of the firm's overall recruiting strategy and is designed to let potential recruits personally investigate the firm culture and the caliber of its people. The Conversations That Matter campaign is a creatively styled production that features compelling conversations with Kelley Kronenberg attorneys about their motivations, triumphs, goals, and fears. The video series aims to authentically and uniquely connect with potential employee candidates and create meaningful impressions.

Technology Management – Website Design and Development (Projects totaling up to \$85,000): Kelley Kronenberg's Career Microsite

Kelley Kronenberg was recognized for its careers microsite in the Technology Management category that gives recognition for the design and development of firm websites, microsites, and blogs that further firm marketing and business development objectives. The winning Conversations that Matter video campaign and recruitment effort included building a niche careers microsite to anchor all of the pieces of the firm's recruiting strategy, showcase its new recruiting videos, and raise brand awareness. Ultimately, the objective was to build a dynamic and persuasive microsite to interest and impress candidates, so they were better able to gauge the firm's culture and decide, "Is Kelley Kronenberg for me?" The firm earned first place for the microsite's seamless fusion of style, design, substance, and functionality.

Marketing Management & Leadership – Internal Marketing: LINK – Kelley Kronenberg Intranet

Kelley Kronenberg won first place for the systematic and seamlessly executed launch of LINK, the firm's new intranet. The LINK launch strategy earned top honors in the Marketing Management and Leadership category which evaluates internal marketing initiatives designed to foster collaboration and drive overall business objectives. As the firm has continued to grow and diversify, Kelley Kronenberg sought to properly connect its nine offices and more than 250 personnel, easily share information, and build a stronger sense of community. LINK's successful implementation is attributed to its engaging and creative teaser poster campaign that shared little-known, exciting tidbits about current employees that centered on "there is a lot you don't know about your coworkers," a custom virtual scavenger hunt and user tutorial featuring the teaser posters and its overall thoughtful approach to branding LINK within Kelley Kronenberg. The firm has been honored with 16 Your Honor Awards, 13 of which are first place recognition. These awards span a wide range of categories including Brand Identity, Events, Community Relations, Technology Management, Website Rebrand/Overhaul, Social Media and Engagement, and three consecutive first-place wins for Practice Development. The Legal Marketing Association's Southeastern Chapter, established in 1985, is one of the largest chapters within the international organization of LMA.