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**Law Offices of Donald P. Schweitzer, Pasadena's Premier Family Law Firm,
Takes Branding Strategy Cues from Big Brands**

***Family Law Firm Uses Rebranding & Marketing Strategy
to Create Full Experiential Brand Across All Platforms***

PASADENA, Calif. (July 30, 2013) -- The Law Offices of Donald P. Schweitzer (LODPS), Pasadena's premier family law firm, announced the completion of its rebranding and marketing efforts. The project began in November 2012 with a comprehensive brand discovery process and creation of a strategic marketing campaign led by Pasadena-based marketing and branding agency, Thought Bubble, and concluded with an interior redesign by Soul Interiors Design, LLC, also a Pasadena-based company.

"When we saw the brand and marketing strategic plan and the potential it had to help us really distinguish our firm from other family law firms, we knew we had to fully commit to delivering the brand experience," said Don Schweitzer, owner and partner, the Law Offices of Donald P. Schweitzer. "Major consumer brands like Apple have successfully created the full-brand 'experience' for its customers for years. The experience starts with advertising and the company's digital presence, continues to the retail or office environment and then delivers with its products or services. This consistency has provided these brands with loyal customers, and we wanted to offer that same brand continuity to our clients, so why not apply this same strategy to a law firm?"

In an effort to strengthen the practice's brand, Schweitzer was astute about experiential branding and marketing, and the need for continuity across all platforms -- whether it was online, in their physical office environment, at a professional trade seminar or charity event, as well as in their advertisements and targeted media relations. The process began with discovery sessions where a series of interviews with employees and outside referral partners were conducted, and hundreds of client surveys were reviewed. The objective was to identify the firm's true brand DNA and the attributes that make them unique. Once identified, a brand profile was developed, including the firm's positioning, personality, promise and essence. This was then translated into key messaging and graphics for an updated corporate identity, website, and print and public relations campaigns. The brand profile was also the tool used to inform the concept for the redesign of their offices.

"It's unique for a family law firm to embrace such an undertaking and realize the importance of being strategic in their branding and marketing approach beyond just their

logo and business card,” said Julie Lawson, managing partner, Thought Bubble. “During the discovery process we identified that the firm had already set itself apart as the premier family law firm in Pasadena that’s dynamic with strong leadership, so the firm’s willingness to leverage every aspect of marketing, from digital marketing to their physical environment, really shows their professional commitment and attention to detail.”

Gail E. Jamentz, owner of Pasadena-based Soul Interiors Design, LLC, was commissioned to re-design the firm’s office interiors. With the collaboration of architect group Creative Energy and other talented vendors, Jamentz created an updated, comfortable transitional space highlighted by original Pasadena-themed art created by photographer Rene Sheret. In developing the design for the office, the goal was to stay on brand taking cues from the brand profile and personality, which included traits like “warm, classy, genuine, confident, dynamic, and supportive.” These traits translated into a space that is welcoming and an environment more evocative of a home rather than an impersonal, commercial interior.

“It was important that visitors to the office felt relaxed and comfortable, as clients dealing with family law issues are typically stressed and anxious and need to feel taken care of and safe,” said Jamentz. “We also took inspiration from boutique hotels by adding personalized touches that make clients feel cared for—a small-framed menu in the reception area offering clients a choice of beverages, a tastefully-framed sign outside the conference room noting their reservation for the conference area, and a dedicated ‘nook’ offering clients a quiet place to sit and use a laptop. These extra little details say ‘we care about you and your experience during this process’ and reflects the firm’s essence and uniqueness from larger, impersonal firms.”

“We’re really proud of the team efforts that were pulled together to make the branding experience come alive,” said Schweitzer. “And while rebranding and developing the experience we were able to support our local community by employing other Pasadena-based companies like Thought Bubble and Soul Interiors Design, as well as showcasing original Pasadena artwork throughout our office.”

About The Law Offices of Donald P. Schweitzer

The Law Offices of Donald P. Schweitzer is Pasadena’s premier family law firm and one of the most respected in the Los Angeles area. Their specialized attorneys are experienced in all areas of family law and estate planning, supported by today’s most advanced legal resources. Founded by a former police officer turned assistant district attorney, their responsiveness and expert team approach give their clients a favorable edge.

The firm is structured to respond rapidly and proactively. Their staff of 19 attorneys and legal support staff handle every aspect of each case with the utmost in professionalism, integrity and respect. Principled advocates who will always put their client’s best interests first, the Law Offices of Donald P. Schweitzer offers peace of mind every step of the way.

For more information, visit <http://www.pasadenalawoffice.com>

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