



Cowles & Thompson

Overview

This steeped-in-tradition Dallas law firm was adding younger, fresh-faced attorneys to their large legal team and needed a newer image for their marketing efforts including their Web site presence.

Solution

Propel Group accomplished the challenge of gaining the consensus of 80 attorneys and charted their advertising course in a unified direction with brighter conveyance.

Impact

With this refreshed branding, Cowles & Thompson is now in a marketing position, while keeping its long-trusted reputation, to better compete in the increasingly younger legal arena.



Attorneys & Counselors

