

November 22, 2017

Lenczner Slaght's Unique Website Receives Recognition

Breaking through the sea of sameness, the firm received the Legal Marketing Association's 2017 Your Honour Award for Technology Management: Website, Analytics, and SEO at last night's gala.

The Your Honour Awards recognizes creativity, execution, and overall excellence and raising the bar for achievement in law firm marketing.

Lenczner Slaght is Canada's leading litigation practice that has successfully represented clients' interests in some of the most complex, high-profile cases in Canadian legal history. Leading up to the firm's 25th Year, the firm's website required an evolution in order to break through the sea of sameness and clearly communicate what truly sets the firm apart: a team of lawyers who are expert litigators, as a result of their experience, knowledge, and precision. Following a collaborative process consisting of a diverse team of subject-matter-experts, the new website successfully hit the sweet spot with every differentiating element including key messages, content, format, tone and visual identity.

LMA Your Honour Awards

The LMA Eastern Canada Region Your Honour Awards is a program that recognizes excellence in legal marketing. The program consists of firm and individual awards categories for those legal marketing teams that have created, developed and executed a successful business development, marketing, communications or technology strategy (from January 1, 2016 to October 6, 2017).