

SOUTH CAROLINA
PUBLIC RELATIONS SOCIETY OF AMERICA

2008

MERCURY  AWARDS



Silver Wing Award
Category 5a –
Brochures – Fewer Than 16 Pages

Jacque Riley
Riley Communications
"Planning Your Future" Brochure

SCPRSA
2008 Mercury Awards
www.scprsa.org

Silver Wing Award Entry: Riley Communications

5A: Brochures Fewer than 16 pages: One-Page Summary

February 8, 2008

Purpose: Can probate law be comforting and approachable? In summer 2007, Barnwell attorney Linda Farron Knapp, PC was striving to educate the public about the importance of planning for stressful events like death, disability and divorce — all without dwelling on negative connotations. Her staff was also spending a significant amount of time providing new clients with an overview of these complex subjects. To ease potential clients toward responsible legal planning, Riley Communications created the “Planning Your Future” tri-fold brochure with an empowering, legacy-oriented message. Its purpose was to provide a tangible “take home” marketing piece to initiate an open-ended conversation with a diverse target market of senior citizens, family members of the ill or disabled, estate owners, Medicaid patients and small business owners. From the beginning, the brochure was also developed as a time-saver for Knapp and her staff by familiarizing clients with key information prior to their first consultation.

Research: Research stemmed from in-depth interviews with Knapp, who identified common concerns and estimated that up to 25 minutes of staff time were devoted to frequently asked questions for every new client. The brochure also drew on facts and trends from Knapp’s professional organizations, including the National Organization of Social Security Claimants’ Representatives and the National Academy of Elder Law Attorneys. With some studies showing that up to 65 percent of Americans die without a will, we ensured that the brochure addressed universal legal concerns from both a national and local perspective.

Planning and Execution: With light colors, family-oriented photos and a level-headed tone, “Planning Your Future” invites readers to consider numerous legal quandaries with confidence rather than trepidation. Multiple conversations with key staff led to succinct copy, despite the challenge of distilling complex legal issues according to strict Bar advertising regulations. The brochure succeeded in capturing Knapp’s wide variety of services while still connecting with readers through real-world examples. We also secured intensive distribution by using community connections to place brochure stands at local businesses, pharmacies and doctors’ offices.

Budget: Riley Communications submitted an estimate of \$1040 for writing and design work, plus \$700 for printing. Total development costs clocked in at \$1062.75, and printing costs were \$479.39, leaving us \$197.86 under budget.

Goals Achieved: After the brochure’s dissemination, Knapp experienced a significant client increase, and her staff was able to cut its average overview time in half. The tight-knit Barnwell community appreciated the brochure’s tangible advice and graceful approach to sensitive family issues, positioning Knapp as a considerate counselor and an expert source in her field.

Silver Wing Award Entry: Riley Communications

5A: Brochures Fewer than 16 pages: 50-Word Summary

February 8, 2008

Riley Communications encouraged proactive planning for stressful legal issues including death, disability, and divorce in a legacy-driven, inviting “Planning Your Future” brochure for Linda Farron Knapp, PC’s potential clients. By educating readers and empowering them to act, the brochure showcased Knapp’s expertise while saving crucial consultation time.

