

Case Study

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Client: BrazeauSeller
Industry: Business Law Firm



Brochure

Background:

BrazeauSeller LLP is a successful Ottawa law firm that focuses its practice on serving the complete needs of entrepreneurs and senior executives. In business since 1989, they have built an enviable reputation for their wide-ranging expertise in all areas of the law that address both the corporate and personal requirements of their clients.

Situation:

When we first spoke to them, they were operating under the cumbersome moniker of Yegendorf, Brazeau, Seller, Prehogan and Wyllie and had plans to spin-off a personal injury expertise into a separate law firm. They hired us to develop branding strategies and a complete suite of collateral materials for both firms.

What We Did:

Over the course of several months, we worked very closely with the partners on a positioning strategy, new name and slogan as well as corporate identity, print collateral, stationery requirements, signage and web site. Under the slogan "Business People. Business Law", we launched BrazeauSeller with a 3D mailer to its clients as well as full colour ads in the Ottawa Citizen and business periodicals.



Web Site



Print Campaign



3D Mailer

"Not only did McGill Buckley absolutely nail every aspect of a complicated branding and marketing initiative for BrazeauSeller, they also made the entire process painless, enjoyable and delivered every element on time."

— Fred Seller, Partner, BrazeauSeller

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