

# Hilary Meredith Solicitors Shortlisted for Marketing Campaign of The Year Award



Hilary Meredith Solicitors Ltd has been shortlisted for the Marketing Campaign of the Year Award at the Personal Injury Awards 2014.

Established in 2003, Hilary Meredith Solicitors Ltd has a long and well-established reputation for innovative and successful marketing initiatives.

In years gone by the firm has invested heavily in assistive technology to revolutionise the claims process and while

this investment has continued over the last twelve months, the firm has also broken new ground with its most impressive and high impact marketing campaign yet.

Ever since the Legal Aid, Sentencing and Punishment of Offenders Act 2012 introduced a ban on referral fees, the personal injury market has seen some drastic changes as it seeks to adapt to the new regulatory environment.

While the ban on referral fees has impacted on law firms considerably, Hilary Meredith Solicitors' viewed it as a positive motivation to change its attitude and look beyond claims management companies, going back to focusing on developing a brand based on reputation and excellent client service.

In a market where volume players and new entrants are now spending £ millions on TV advertising every year, the firm knew that its latest campaign had to break the mould and stand out from the crowd.

And it did just that.

To produce the firm's latest television commercial, CEO Hilary Meredith undertook extensive training and became a stuntwoman and actress for the day - taking her commitment to clients to a whole new level by harnessing up to film a simulated car crash that involved over 50 rolls in a rigged vehicle.

The advertisement took a full day to film with the help of a production team of 12 at Manchester's Sharp Project. The car crash was enacted using a BMW that was adapted and rigged to perform double rolls to create the impression it was under impact. The rig and set had to be specially built and took 4 weeks to complete.

The advertisement was filmed using the same hi-spec equipment used to film £multi-million blockbusters such as Harry Potter and Star Trek.

In preparation for the advert, Hilary underwent intensive training from world famous stuntman Ricky Ash. Ricky has over 20 years' experience as a Stuntman, Stunt Co-coordinator and Actor in TV commercials, as well as programmes and movies such as Sleepy Hollow, Tomorrow Never Dies and This Is England.

Before becoming a solicitor, Hilary was one of the UK's leading trampolinists and was a reserve for the British Olympic Team before injury curtailed her sporting career. However, that training helped stand her in good stead for the grueling demands of her day as a stuntwoman as she learnt that a keen sense of spatial awareness – and an ability to tolerate serious motion – were necessities in order for the advert to work.

Marketing campaigns can however only be judged as a success if they deliver a return on investment - and for Hilary Meredith Solicitors this has emphatically been the case.

While TV advertising is nothing new for the firm - it launched its first campaign back in 2010 - the results from this latest campaign are by far the best yet.

An analysis of new instructions since the TV commercial went live at the beginning of 2014 show that, incredibly, over 70% of new accepted cases are now self-generated from the firm's brand reputation. Compared to May 2013, this year there is a 66% increase in cases valued at over £25,000.

View the making of Hilary Meredith Solicitors' latest TV advert by clicking on the link below.

<http://www.youtube.com/watch?v=ghthd2BPUC4>