

The Law Offices of Don Pumphrey, Jr.

LAW FIRM

As the Law Offices of Don Pumphrey, Jr. grew, its marketing simply didn't reflect its new position. After a careful review of the firm's goals and objectives, AXIA crafted an entirely new corporate identity, including logo, tagline, stationery package and a direct-marketing lead-generation program targeting recently arrested citizens.

When Don Pumphrey Jr. successfully defended local businessman Richard Kelley Harte, AXIA's public-relations team used media advisories and news releases to manage the message and secure valuable media coverage. Within an hour, the news made national headlines when *The Tallahassee Democrat* posted the story online and it published a front-page article with color photography the next day. Local CBS and ABC affiliates aired the story multiple times.

Today, the firm is well positioned as one of Tallahassee's more-known law offices.



Direct Marketing Material



Logo & Tagline



Corporate Identity



Media Coverage