

LANE POWELL — ATTORNEYS & COUNSELORS

Project: Lane Powell Website Redesign

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The following is a list of Creative questions. It acts as a foundation document for any and all creative development, guiding our vision and tasks. Topics include Positioning and Messaging, Project Goals, and Target Audiences.

1. Define project goals and objectives.

What are the main accomplishments you want to achieve? Define your *Goals* as your long-term aims you wish to accomplish and your *Objectives* as concrete attainments that can be achieved by following a certain number of steps.

*The objectives of this project are to utilize their new branding of Lane Powell to aid in **modernizing** their website to **streamline** their information. To achieve this we'll need clearer navigation, engaging graphic elements, implementation of the new brand, and the establishment of clean and versatile modules for different kinds of content.*

2. What's the single most important thing to say?

What's the single most persuasive or compelling statement we can make to achieve the objective?

With a client roster that includes some of the most venerable – and dynamic – companies and individuals in business today, Lane Powell wants to better align their brand with their vision of being a world-class firm that offers extraordinary talent, exceptional leadership and thoughtful guidance.

3. What are the supporting rational and emotional “reasons to believe and buy?”

Explain why the consumer should believe what we say, and why they should buy.

Include all the major copy points, in order of relative importance to the consumer. In other words, 'What else can we say and show to achieve the objective?'

*Tagline: **TRUSTED COUNSEL. ADVOCATES. ADVISORS.***

As a multi-specialty law firm, Lane Powell has helped emerging and established businesses navigate the Pacific Northwest and beyond for more than 140 years. They have clients ranging from individuals to small businesses to Fortune 500 companies. Their Fortune 500 companies included Home Depot, Tesoro, Wells Fargo, Aetna and Nordstrom have named Lane Powell as one of the prestigious "Go-To Law Firms of Top U.S. Companies®" by Corporate Counsel magazine and thus they are in need of a website that reflects their standing.

4. Personality

What is the tone and manner; what are the overall personality traits we are trying to communicate?

Professional, modern, sleek, innovation, versatility.

5. Audience & Demographics

Who is your target audience? Can you describe their psychographics/demographics, e.g. who are they, what do they do and how do they use the web?

Lane Powell's audience varies depending on the practice, as a multi-specialty law firm ranging from Environmental Law, to Corporate Finance and Securities, to Native American Affairs, to Cannabis, their site needs to be readily accessible for individuals from 18-85. Their aim will be to reach the information most relevant to them as efficiently and effectively as possible.

6. Current Mind Set

What does your target audiences currently think about the brand and your services?

The current design of the website creates an image of a law firm out of touch with the times and might not be for everyone.

7. Desired Mind Set

What is your desired target audience perception for your brand and your services?

The desired perception is one of diversity and inclusion, with so many specialties everyone needs to feel welcomed there.

8. Desired Response

What do we want visitors to feel and do after interacting with your site?

We want the audience to have confidence in the firm's ability to represent, that each department is a specialty but the firm works collectively making Lane Powell their one stop shop Law Firm.

9. Current Competitive Set

Who are your competitors?

<http://www.luveralawfirm.com>

<http://www.genesislawfirm.com/>

<https://www.perkinscoie.com/>

10. Aesthetic Vision

The basis on which all aesthetic creative work will be developed.

Dynamic, modern, graphical and professional photos

11. Technical Mandates

Describe any limitations or development considerations based on your brand and target audience.

None are known at this point.