

Dear Key BTI Client,

Market awareness for premium value and innovation drive market share gains according to BTI's brand new study, *BTI's Survey of National Market Awareness for Law Firms*. This landmark report reveals which law firms capture top market awareness with 500+ corporate counsel at the world's largest organizations – and the specific financial rewards of moving the needle (yes – get **specific metrics to gauge marketing performance...**)

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BTI's Survey of National Market Awareness boasts 3 major findings:

1. Law firm revenue and positive differentiation are clearly correlated.
In fact, **a 10% incremental rise in positive differentiation drives revenue 28.5% higher**
2. Increases in unaided awareness for premium work and innovation translate into market share gains
—at the direct expense of competitors
3. Improvements in awareness for premium work and innovation are predictors of future growth

This wide-ranging analysis investigated more than 39 branding attributes to identify the distinct factors that drive law firm growth and revenue. Discover:

- Rankings of **400+ firms** with leading market awareness
- 3 proven tactics to boost positive market differentiation
- 30+ targeted strategies to strengthen your brand—tailored to your specific situation

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Please call me directly at (617) 439-0333 or reply to this email with any questions or comments, or to open a dialogue about market awareness. I look forward to hearing from you.

Very truly yours,
MBR



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BTI's Top 10 Best Growth Prospects

1. Bartlit Beck
2. Skadden
3. Sullivan & Cromwell
4. DLA Piper
5. Baker Botts
6. Fulbright
7. Cleary Gottlieb
8. Morgan Lewis
9. Foley & Lardner
10. Kirkland & Ellis

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