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Práva na označení podnikatelů v praxi obchodních  
společností

**Propagace právníků**



# Promotional mix I

- Advertising - Any paid presentation and promotion of ideas, goods, or services by an identified sponsor.
  - Examples: Radio, television, billboard, direct mail, brochures and catalogs, Web pages, banner ads etc.
  - Your experience?
- Personal Selling - through the use of an oral presentation.
  - Examples: Sales presentations, sales meetings, samples, and telemarketing. Can be face-to-face or via telephone.
  - Your experience?
- Sales promotion - marketing communication are employed for a pre-determined, limited time to increase demand of current customers and stimulate new customers.
  - Examples: Coupons, product samples, rebates, self-liquidating premiums, trade shows etc.
  - Your experience?
- Public relations - Paid stimulation of supply for a product or a company by significant news about it or a favorable presentation of it in the media.
  - Examples: Newspaper and magazine articles/reports, TVs and radio presentations, speeches, issue advertising, seminars, facebook.
  - Your experience?



# Promotional mix II

- Direct Marketing - sends its message directly to consumers.
  - Example: catalogue distribution, promotional letters, and street advertising
  - **Your experience?**
- Exhibitions - Let potential buyers try the product. Advantage is that businessmen know directly what people see in a product. Opposite, competitors can see exactly what a company is doing.
  - Example: trade fairs, trade shows or exposition
  - **Your experience?**
- Corporate image - The Image is a crucial point in marketing. If the reputation of a company is bad, consumers are not less willing to buy a product from this company as they would have been, if the company had a good image.
  - Example: Sponsorship - patronize of a social groups, sponsor hard sick children, patronize some plants or animals, etc.
  - **Your experience?**



# Task

- Which kind of promotion can be used for lawyers?
  - Ads
  - Personal selling
  - Sales promotion
  - Direct marketing
  - Public relations
  - Exhibitions
  - Corporate image



# Promotional mix at Lawyers in the Czech Republic

- **Allowed:**
  - Selected types of Advertising
  - Selected types of Public Relations
  - Exhibitions
  - Corporate image
- **Prohibited:**
  - Sales Promotion
  - Direct Marketing
  - Personal Selling





# Trends in Advertising

- Social media, mobile and internet advertising grew in the last years
- Older media advertising saw declines: the most at newspaper
- Another significant trend regarding future of advertising is the growing importance of the niche market using niche or targeted ads.



# Promotion - spots

- <https://www.ispot.tv/ad/w6vB/1-800-law-firm-mesothelioma?autoplay=1>
- <https://www.ispot.tv/ad/7Jf3/avvo-when-you-need-a-lawyer?autoplay=1>
- <https://www.ispot.tv/ad/wyl4/legal-help-center-listen-up>
- <https://www.youtube.com/watch?v=EWNsC519wjw>
- <https://www.youtube.com/watch?v=6TGH-5Nhyak>
- [https://www.youtube.com/watch?v=Hr5\\_Me06z5q](https://www.youtube.com/watch?v=Hr5_Me06z5q)
- <https://www.youtube.com/watch?v=HL3MxAH-kDI>
- <https://www.youtube.com/watch?v=pzVkbKUFTmY>
- [https://www.youtube.com/watch?v=0n01Q\\_GYsEU](https://www.youtube.com/watch?v=0n01Q_GYsEU)
- <https://www.youtube.com/watch?v=ViWf6HptOrE>
- <https://www.youtube.com/watch?v=9PwGcFBayxM>
- <https://www.texaslawhawk.com/video-center/videos/santa-gets-arrested-bryan-wilson-texas-law-hawk/>



# Websites of law firms

- Basic information
  - Legal expertise (practice areas)
  - Price
  - Profile
  - Contact
- Widespread information
  - Emotional reason (The interests of our clients are our interests, providing a large portfolio of legal services)
  - Interests or News from the area of Law (useful links, firm's news)
  - Certificates (Awards)
  - Publications
  - Recent Major Assignments
  - Languages
  - Customer services (online advice, free parking for clients, unlimited calling, calling 24 hours etc.)
  - Projects sponsoring (eg. Medicine projects)





# Task

- Make analysis of websites of these law firms:  
<http://www.advokatky.cz/?lang=en>  
<http://www.ksb.cz/en/>  
<http://www.akkb.cz/en/index>  
<https://www.havelpartners.cz/en/>
- What type of clients (segment) is expressed?
- What are strengths of the websites?
- What are weaknesses of the websites?
- Do you have any recommendation for improving of websites?



# Strengths of the websites

- <https://www.havelpartners.cz/en/>
  - Certifications, 18 fields of law
- <http://www.akkb.cz/en/index>
  - 16 field of law (services), a lot of news
- [http://www.advokatky.cz/?page\\_id=648&lang=en](http://www.advokatky.cz/?page_id=648&lang=en)
  - Languages, a lot of other services
- <http://www.ksb.cz/en/>
  - Knowledge in a lot of industries



# Weaknesses of the websites

- <http://www.havelholasek.cz/en>

- Only 2 languages

- <http://www.akkb.cz/en/index>

- gray colour

Colour is very important – see (table in the end of the article):

<https://nejinfografiky.cz/vyznam-barev-v-ruznych-kulturach-a-jejich-vliv-na-konverzi-infografika/>

- [http://www.advokatky.cz/?page\\_id=648&lang=en](http://www.advokatky.cz/?page_id=648&lang=en)

- Only women, short CV

- <http://www.ksb.cz/en/>

- Gray colour

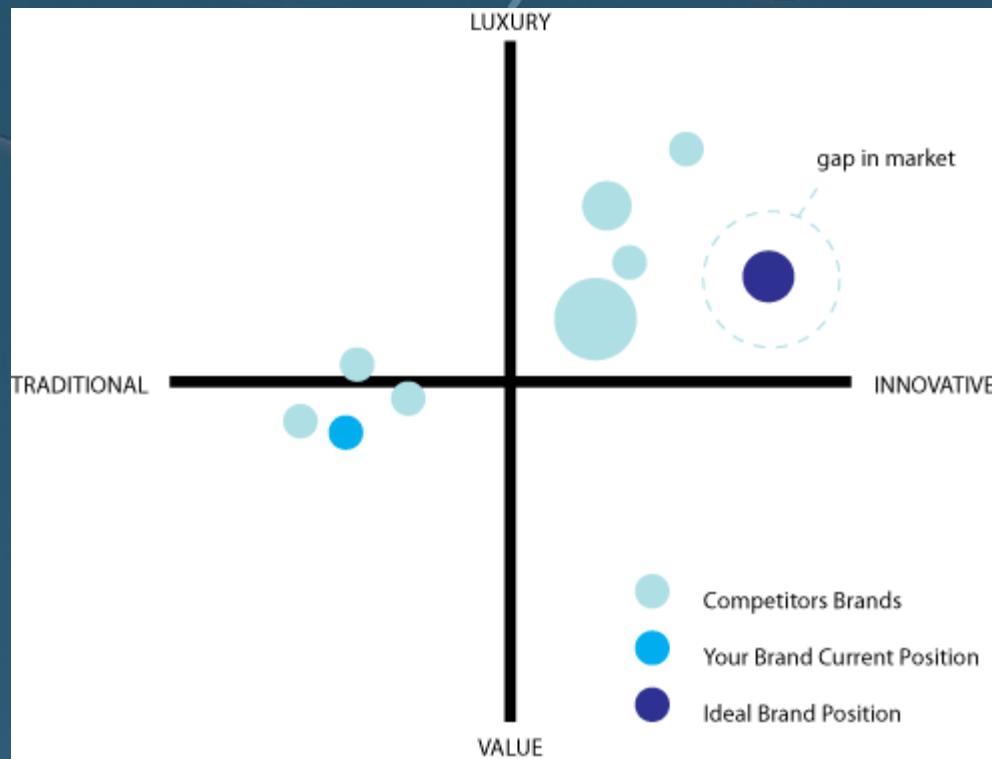


# Position analysis

- Psychological model
  - Based on brand perception by customers
  - Main presumption:
    - To have differences recognizable by customers
    - Customers have to place product of a company and products of competitors to the graph
    - To know the best position for customers
    - To measure differences between ideal position of customers and current position
- + Clear perception and wishes of customers
- To realize a large research

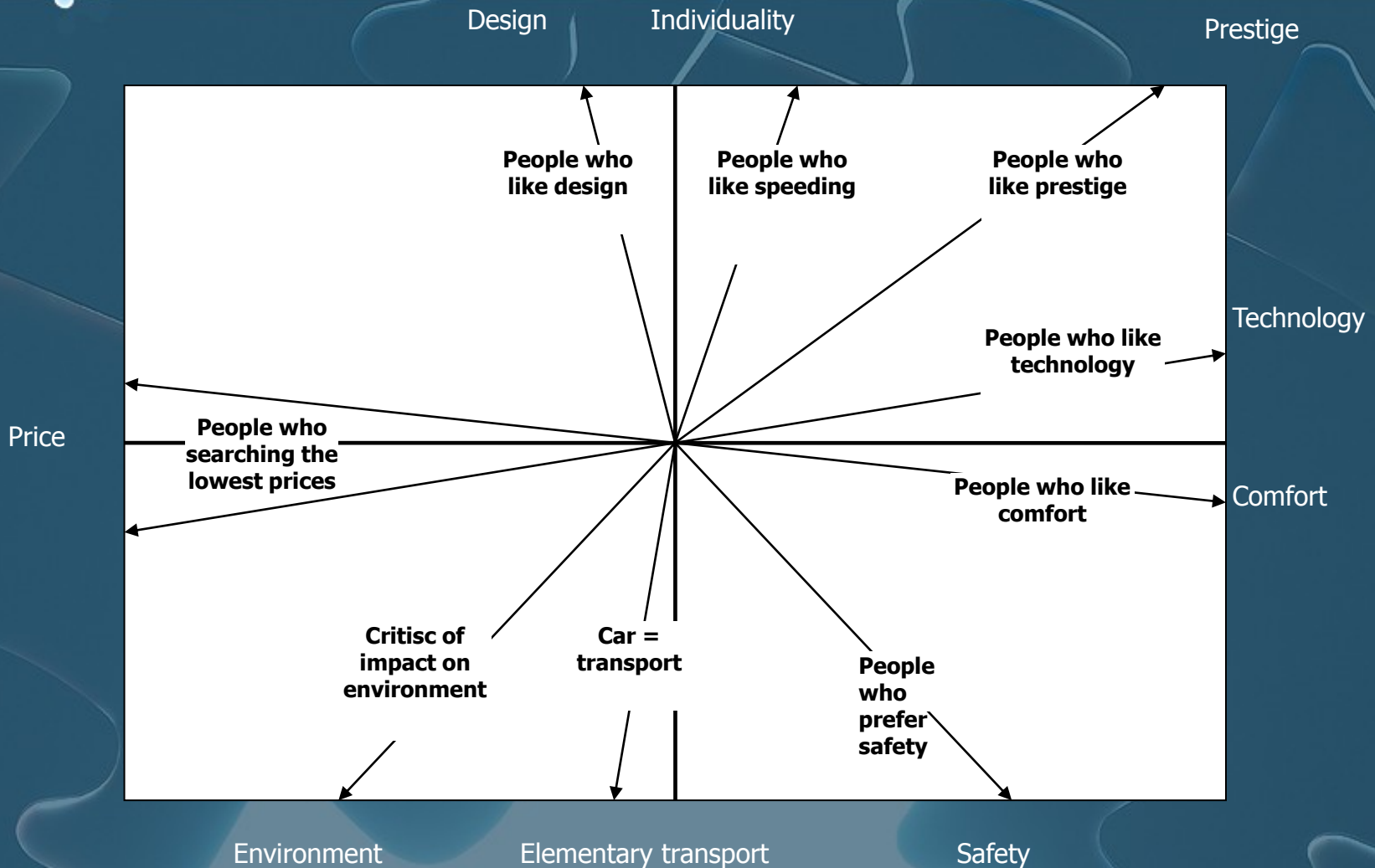
# Brand Positioning Example

[https://xposurecreative.uk/brand-positioning-example/?cli\\_action=1543826899.638](https://xposurecreative.uk/brand-positioning-example/?cli_action=1543826899.638)

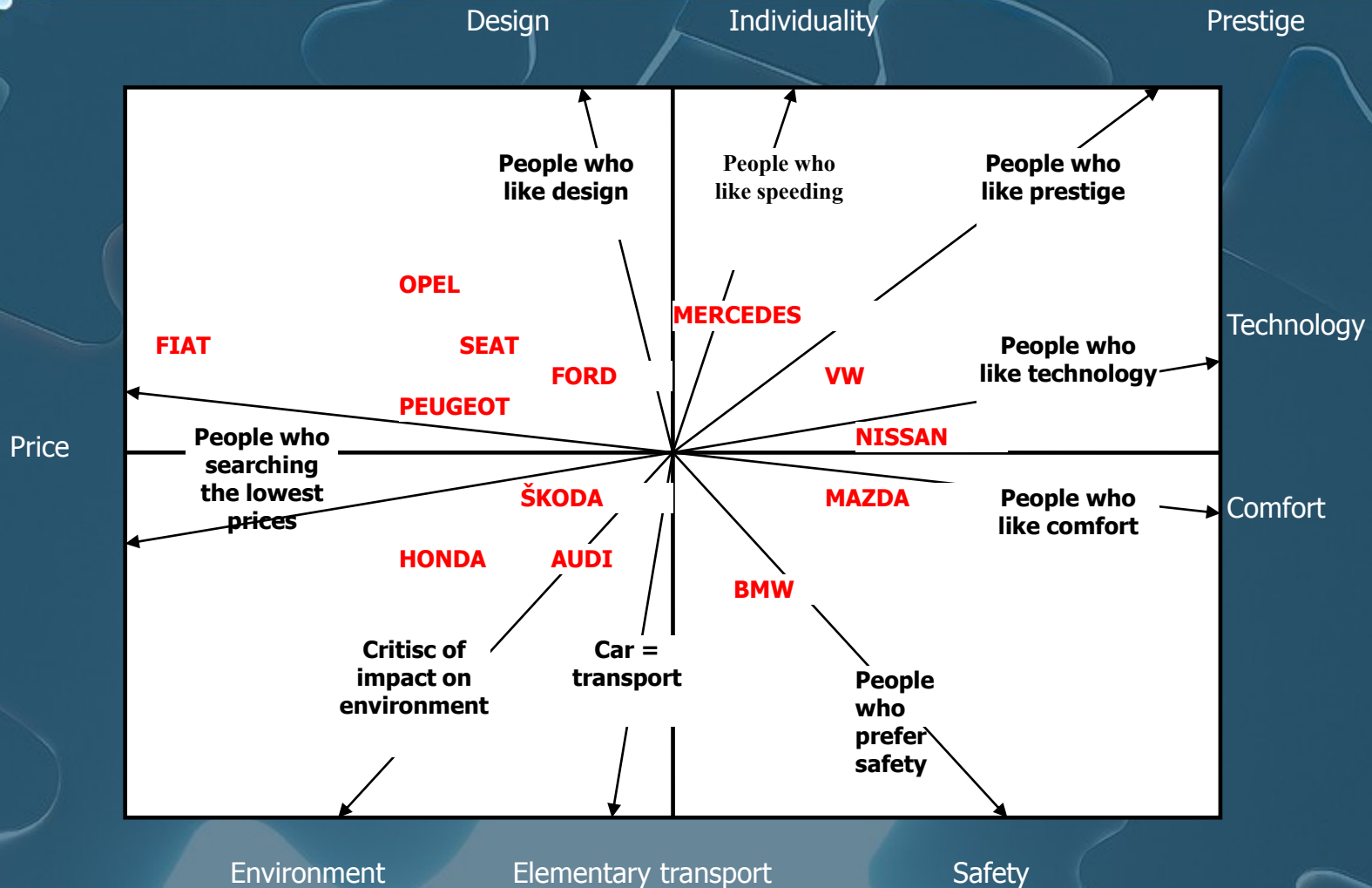




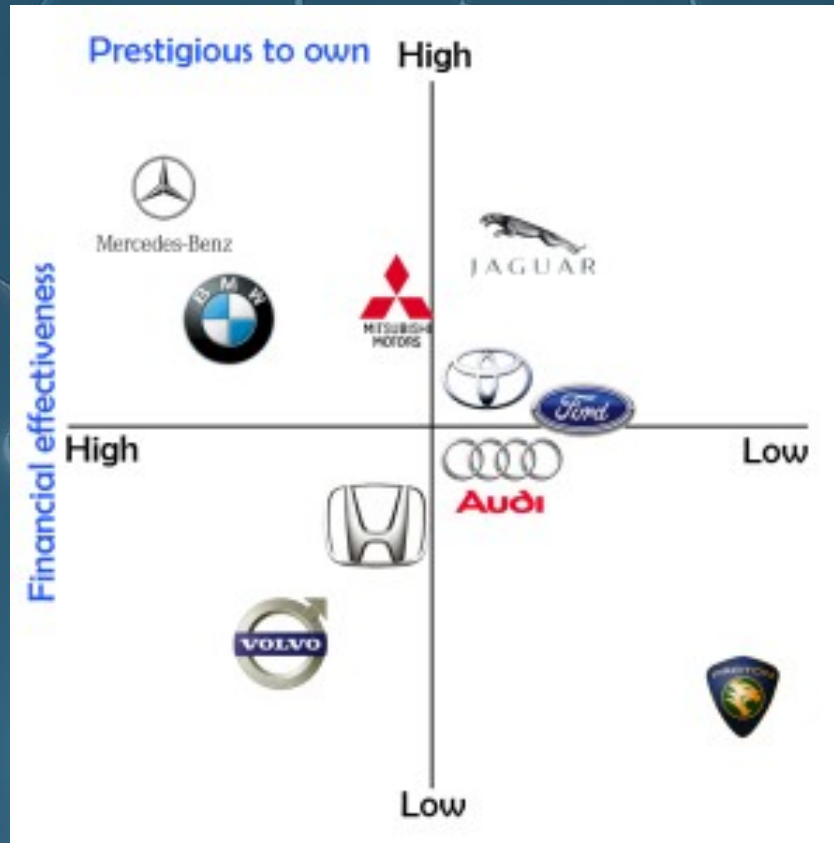
# Creation of position graph



# Position analysis I.

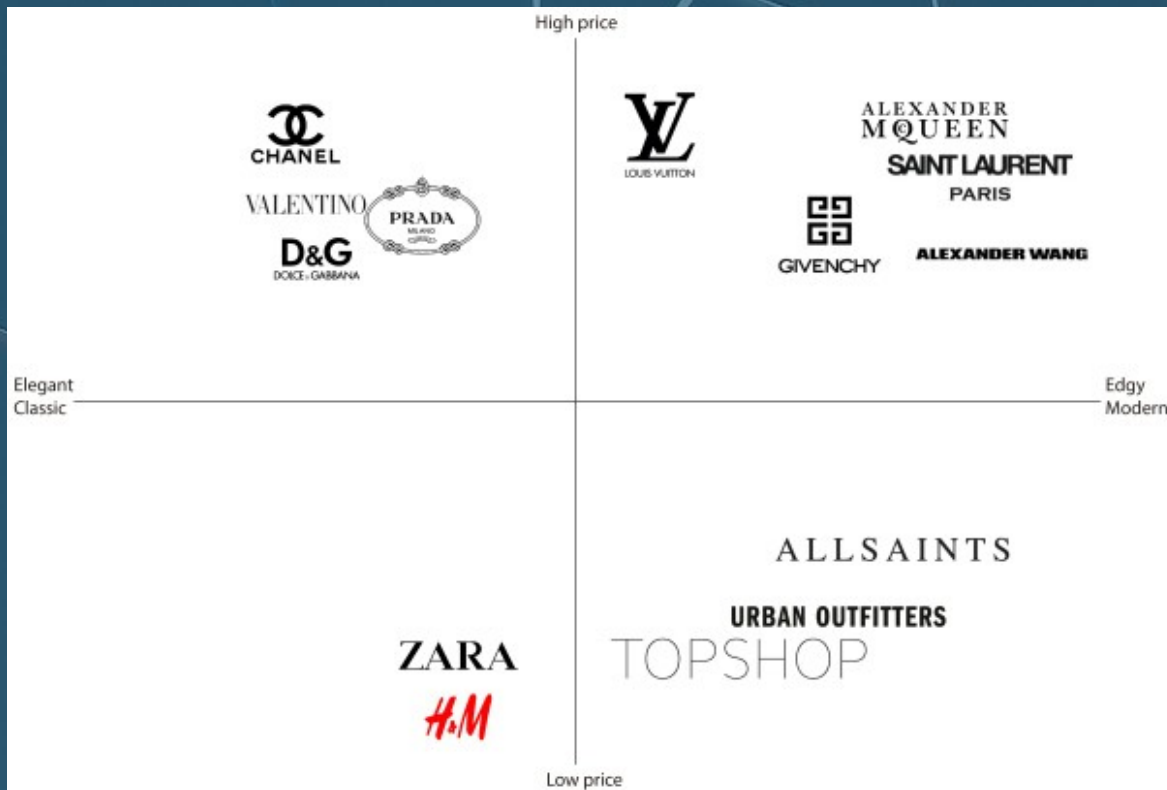


# Brand Positioning Example



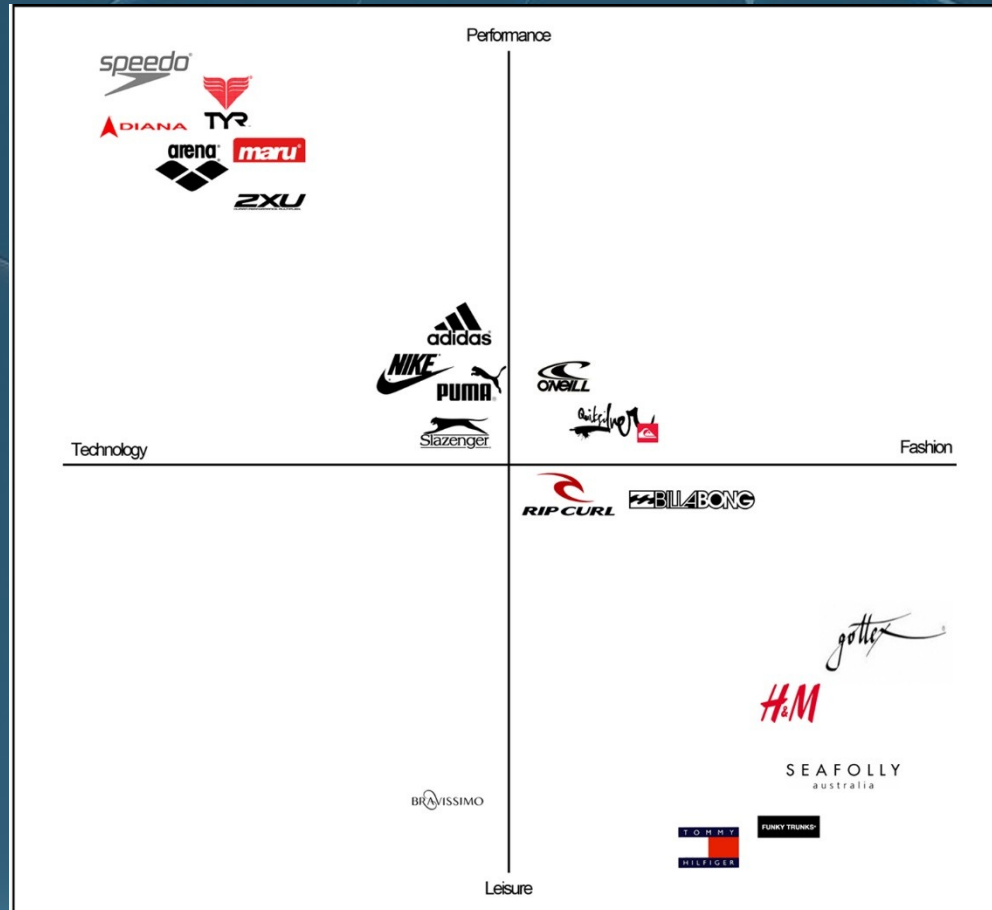
<https://lucythebusybee.wordpress.com/2013/10/24/applying-the-perceptual-mapping-concept-into-brand-positioning/>

# Brand Positioning Example



<https://yslculc.wordpress.com/2015/08/09/target-customers-advertising-analysis-brand-architecture-brand-position/>

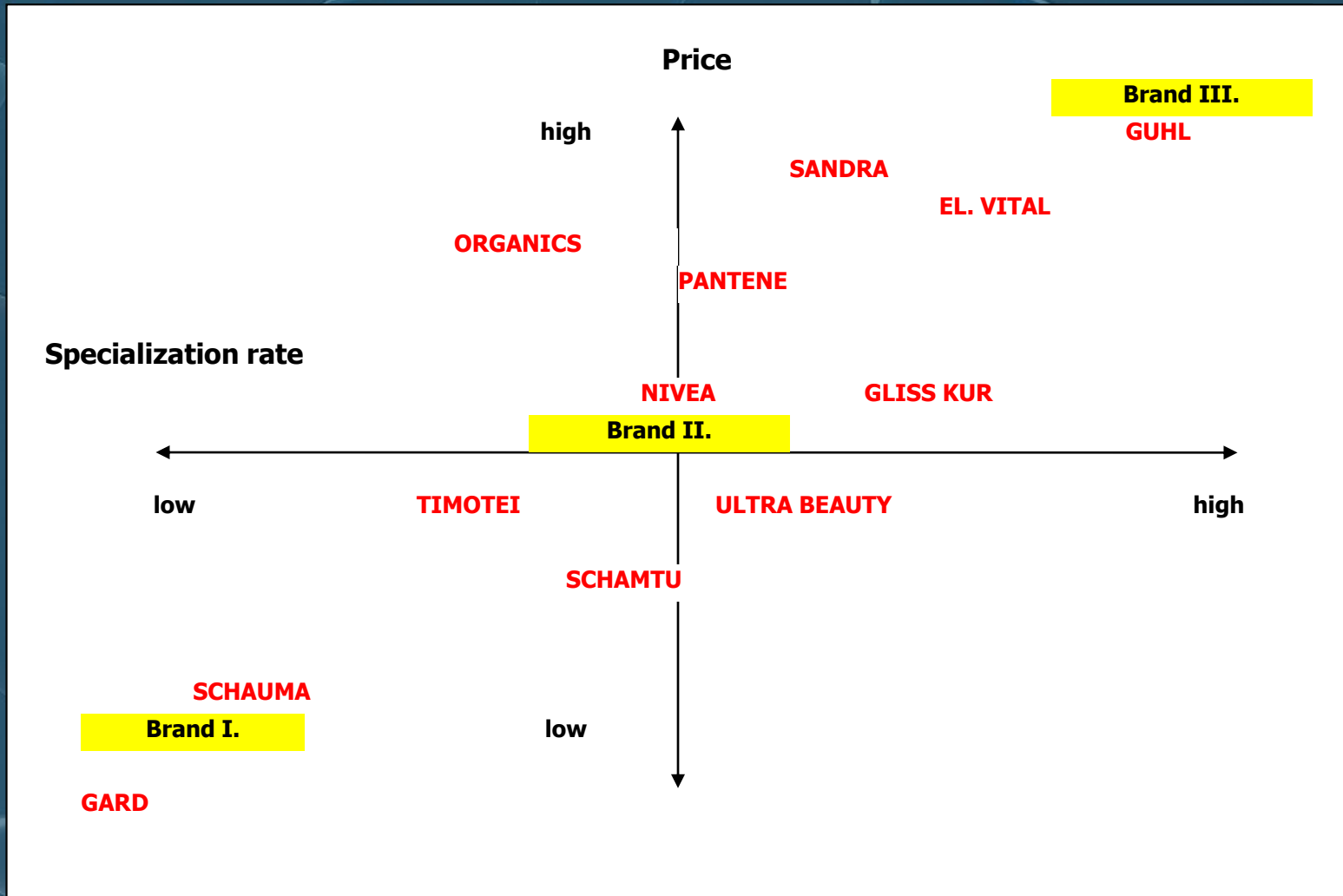
# Brand Positioning Example



<https://lucythebusybee.wordpress.com/2013/10/24/applying-the-perceptual-mapping-concept-into-brand-positioning/>



# Position analysis II.





# Task

- Create position map at lawyers