



MARKETING FOR **GENTRY LOCKE**
CASE STUDY



ABOUT THE CLIENT

Operating from offices in Roanoke and Lynchburg, Va., Gentry Locke serves clients throughout Virginia and across the U.S., as well as worldwide as a member firm of the ALFA International Legal Network. With more than 50 lawyers practicing across a range of disciplines, Gentry Locke brings uncommon thinking and deep expertise to the legal and business challenges of companies, institutions, organizations, and individuals—a commitment the firm has met since 1923. Their dynamic attorneys demonstrate a fierce drive to achieve success for clients.

capabilities:

marketing strategy
public relations
event support

corporate identity design
advertising – print and radio
social media management

web design and development
copywriting/copyediting

graphic design
search engine optimization

📍 31 West 34th Street Suite 8128, New York City, NY 10001

📞 (347) 669-3423

✉️ hello@srmco.net





THE SCENARIO

Gentry Locke decided it was time to refresh its brand to capture the new era of the law firm. Gentry Locke also sought a marketing firm that would serve as their agency of record, providing support across all marketing disciplines. They wanted an agency that matches their spirit of uncommon thinking and brings a fierce drive to achieve success for the client. SRM was the right fit for Gentry Locke.

THE SOLUTION

SRM approached the brand development by strategically linking messaging and identity design to the firm's corporate personality and the new brand positioning we helped to refine. Everything about the new brand reflects the unique capabilities the firm brings to the marketplace: uncommon thinking, a fierce drive to achieve success for their clients and a breadth of 30 practice areas that few other law firms offer in the region. SRM developed a new look and messaging that brings energy and a contemporary feel to the 92-year-old firm, while still reflecting its significant history and rich tradition.

SRM has been diligent in launching Gentry Locke's brand consistently across platforms, including developing a dynamic new website to print and radio advertising to the design of their external signage that now sits prominently on their Roanoke, Va., downtown headquarters.

SRM provides a full scope of ongoing services to Gentry Locke, including counsel on the firm's marketing and advertising strategy; designing and producing all of the firm's marketing collateral; managing a robust public relations, social media and online marketing platform; providing event support; and shooting custom photography.

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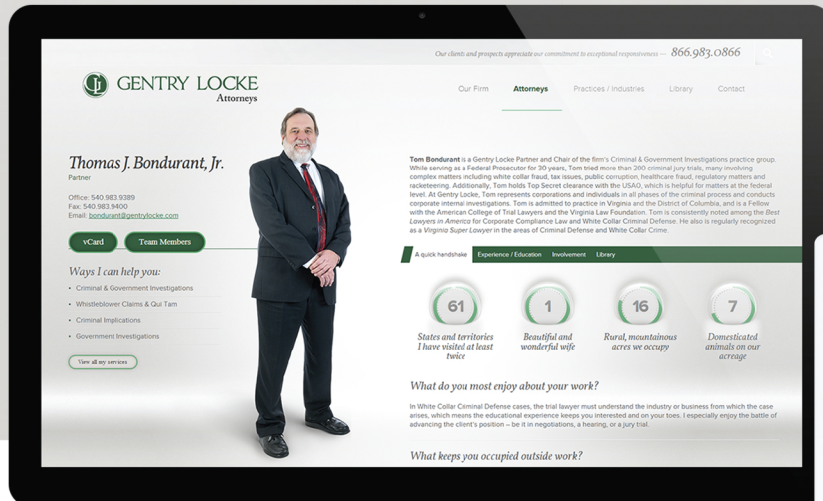


We're Gentry Locke.

Our clients consistently remark on how easy it is to work with us on legal issues. We believe in a powerful but personal relationship, built on integrity and trust.

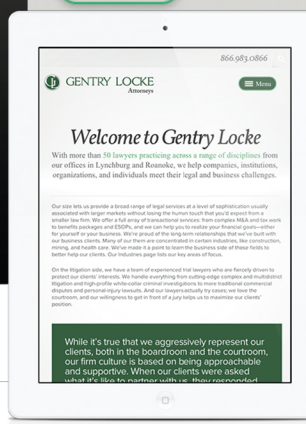


Learn about our law firm.



Explosive Products Liability Case
[Read More](#) **October 16, 2014**

Client Awarded Over \$387,000 for Surgical Injury
CASE RESULT [Read More](#) **May 21, 2014**



RESULTS DO NOT PREDICT OR GUARANTEE FUTURE SUCCESSSES.

minute? Here are some quick stats...

GENTRY LOCKE WEBSITE

This is what we do for you.

Our team of attorneys specializes in 140+ industries and



 **GENTRY LOCKE**
Attorneys
10 Franklin Road S.E., Suite 800
Roanoke, VA 24011

Mr. Bjorn Kandinsky
2650 Wisconsin Ave NW,
Washington, DC 20007



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GENTRY LOCKE



GENTRY LOCKE STATIONERY PACKAGE

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We're Gentry Locke.

- Approachable, intellectually curious, creative problem solvers
- Excellent at long-term relationships
- Eager to tackle new challenges and help ensure success
- Confident, fiercely driven, and smart without the attitude
- Seeking businesses with similar values to "take it to the next level"

Get to know us. We think you'll like what you see.

Give us a call at **540.983.9300** or visit gentrylocke.com



GENTRY LOCKE
Attorneys

Lynchburg | Roanoke

**NEW PARTNER.
NEW OFFICE.**
A Deeper Connection to Our Clients

Gentry Locke is "going the extra mile" to more fully integrate with our clients' businesses and communities with an additional location in Lynchburg.

Herschel Keller, a highly regarded attorney in Lynchburg and surrounding areas for 15 years, has joined us as a Partner and will lead our Lynchburg office.

Uncommon thinking. Unwavering dedication. Discover what sets Gentry Locke apart at gentrylocke.com.

Herschel Keller

434.907.4510
Keller@gentrylocke.com

- Business Law & Litigation
- Construction Law
- Complex Contracts & Negotiation

 **GENTRY LOCKE**
Attorneys

GENTRY LOCKE ADS

Gentry Locke Brings Our Clients Something Unique:

UNCOMMON THINKING.

Years Attorneys Practice Areas Bright Ideas

Unwavering dedication. A fierce drive to serve.
Discover what sets Gentry Locke apart at gentrylocke.com

Toll-free: **866.983.0866**
Lynchburg | Roanoke

GENTRY LOCKE
RAKES & MOORE^{LLP}
Attorneys

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GENTRY LOCKE presents
Attorneys

THE VOICE OF HR

2015 Labor & Employment Law Symposium

Lynchburg

APRIL 2, 2015

Roanoke

APRIL 16, 2015

Gentry Locke's Employment Law attorneys are ready to coach you to winning HR strategies for your company. Get your seat for this hot-ticket event!

Cost: \$200 per attendee. **Register before 3/1/15 for the early bird discount: \$170 per attendee.**

Visit www.gentrylocke.com/event/LE2015 for event details and to register.

Questions? Email glrm@gentrylocke.com

This program has been pre-approved by the HR Certification Institute for 5.5 (General) recertification credit hours.



The use of this seal is not an endorsement by the HR Certification Institute of the quality of the program. It means that this program has met the HR Certification Institute's criteria to be pre-approved for recertification credit.



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Attorneys

THE VOICE OF HR

2015 Labor & Employment Law Symposium

GENTRY LOCKE CLIENT EDUCATION SEMINAR PROMOTION

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FOR IMMEDIATE RELEASE

Contact: Leigh Kelly, 540.983.9372, kelly@gentrylocke.com

Gentry Locke Announces New Location for Lynchburg Office

ROANOKE, VA (January 28, 2015)—The Virginia law firm of Gentry Locke is pleased to announce the location for its new Lynchburg, Va. office. The firm will serve clients from offices at 801 Main Street, 11th floor, in downtown Lynchburg. Gentry Locke attorneys and staff will begin practicing at this location in late February, following space customizations.

"We are excited to be investing in Lynchburg and look forward to establishing our newest office downtown," noted Monica Monday, Managing Partner of Gentry Locke, which is headquartered in downtown Roanoke, Va. "This geographic location allows us to more directly reach clients in the area, as well as along the Route 29 and the 460 corridors."

Highly regarded Lynchburg attorney and Gentry Locke Partner Herschel Keller is already working with clients in Lynchburg, and the firm has plans to add additional attorneys to the Lynchburg office in February.

According to Keller, "Lynchburg-area businesses can now tap into Gentry Locke's 90+ years of legal experience and feel more directly served right here in Lynchburg. I'm excited that we're assembling a dynamic team to meet clients' legal and business challenges."

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GENTRY LOCKE OUTDOOR SIGNAGE AND PRESS RELEASE

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Home

Since 1923, the Virginia law firm of Gentry Locke Rakes & Moore, LLP has been committed to delivering responsive legal service to our clients.

Your business needs momentum in all it does —... [see more](#)

Recent Updates

Gentry Locke Rakes & Moore Gentry Locke Rakes & Moore utilizes advanced technology and is committed to consistently implementing new technology and equipment as it evolves. Here, growth and skill are as valued as integrity and dedication.

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Charles Sara

Add a comment...

Gentry Locke Rakes & Moore We just launched our new website! Take a look to get to know our attorneys and our firm a bit better. We have a lot to offer, and we're fiercely driven to help our clients succeed. www.gentrylocke.com

Attorneys & Lawyers at Gentry Locke | Virginia Law Firm in Roanoke and Lynchburg VA

gentrylocke.com · How we're different. Gentry Locke is a dynamic group of staff and attorneys who are fiercely driven to provide responsive service and uncommon thinking to achieve success for our clients. Given our 90+ years of experience encompassing diverse...

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Gentry Locke Rakes & Moore Congratulations to five Gentry Locke attorneys who were recently given partner status. Leave a message in the comments with your congratulations! <https://lnkd.in/dh8AATy>

Gentry Locke Promotes Five Attorneys to Partner Status

gentrylocke.com · ROANOKE, VA (January 2, 2014) – The Virginia law firm of Gentry Locke Rakes & Moore, LLP is pleased to announce that attorneys Les Bowers, Ben Byrd, Christen Church, Pete Irot, and Justin Lugar have been promoted to partners. Les Bowers is a...

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TROUTMAN SANDERS
GLENN FELDMANN
WilderFerdinanda Prestes

Fiercely driven to achieve success for our clients through uncommon thinking.

Gentry Locke attorneys
Law Practice

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ABOUT

Downtown Roanoke, Virginia

Ask for Gentry Locke attorneys's phone

Open Today 8:00am - 5:30pm

Ask for Gentry Locke attorneys's price range

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

Suggest Edits

PHOTOS

Gentry Locke attorneys added 26 new photos to the album: What's up? Something big! — with Frank Pittard at Gentry Locke attorneys. February 6 at 2:12pm · @

Downtown Roanoke's skyline is changing. Gentry Locke has been in this location for more than 3 decades, so we are VERY excited to get our name on the building.

Like · Comment · Share · 38 7 16

GENTRY LOCKE SOCIAL MEDIA PLATFORM

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