

**JOHN FOY PARTNERS WITH
OUTFRONT MEDIA AND
OUR CREATIVE STUDIOS
TEAM TO GAIN MARKET
SHARE IN THE 3RD MOST
COMPETITIVE LEGAL
MARKET IN THE COUNTRY.
“YOUR APPROACH IS
COMPLETELY OPPOSITE
OF YOUR COMPETITORS,
THEY ONLY FOCUS ON
PRICE”.**

STRATEGY AND TACTICS

- Complete market dominance using bulletins, transit, and local level street media.
- **Creative Excellence:** Yearly redesign of campaign to stay fresh and cutting edge.
- **IRL to URL:** Campaign creative is so dynamic, the firm uses the imagery to drive social conversations.

