

Tully Rinckey PLLC Wins American Bar Association's First Law Video Award

The American Bar Association held its first Law Video Awards this month to honor excellence in video marketing for law firms, and Tully Rinckey PLLC took first place in the short video category. Through artist renderings, Tully Rinckey PLLC's winning video expresses the importance of building relationships with clients by offering a wide range of services that will meet most of their legal needs over the course of their lifetimes. The 30-second video concludes with Tully Rinckey PLLC Founding Partner Mathew B. Tully pronouncing "I'm Mat Tully, and I want to be your lawyer for life."

This month the American Bar Association handed out the video awards at a conference in Philadelphia. The association created the awards to help law firms, big and small, understand and utilize the power behind video marketing. The contest was divided into four categories: large firm, small firm, legal consultant/vendor and short video. Tully Rinckey PLLC's prevailing video greets visitors when they log on to the company's Web site.

In early 2010, Tully Rinckey began working with Denise Desmond, owner of Desmond Media and Marketing, for their original concept for the short video, illustrator Dahl Taylor for his skillful renderings, Herman Schnurr for copywriting, creative and direction, and Sheehan Productions for producing the final product.

Since the launch of the firm's "law for life" television branding campaign in early 2010, the firm has invested heavily into new media and video marketing. Tully Rinckey PLLC has more than 200 videos on its YouTube channel and is well aware of video and new media marketing trends and strategies.

"Achieving national recognition in the legal community for our firm's video marketing is a major achievement that we are very proud of and is an indication that the future is very bright for us," said Mr. Tully. "Simply 'putting up a shingle' is no longer a technique that lawyers can use to be successful in the business of law. The legal services industry is a competitive marketplace in which we can use video and new media marketing to distinguish ourselves from and stay ahead of other firms."