

# Case Study

## Dental Law Partnership The power of media coverage



### 1. Objectives

The [Dental Law Partnership](#) is the leading dental litigation firm in the UK, dealing with 60% of all negligence cases brought against dentists. They have been working with Souter PR in a programme of news releases telling the stories of patient experience to raise awareness of its services. The programme has contributed to strong 18% growth for the firm and is a key part of its marketing strategy.

- To raise consumer awareness of the process of getting justice after poor dental care (target consumers - older females in the SE)
- To promote DLP as the leading experts in dental litigation and increase the number of new cases accepted (impact positively on quality and volume of leads)

### 2. Planning

The Souter team worked closely with DLP marketing to put in place a process of story generation, management and distribution on a regular basis. A target of three stories a month was agreed.

There was a presentation into fee earners across the firm to get the process embedded into procedures. Because the programme involved such close liaison with clients it was important that a professional, informed approach was introduced.

Souters team and DLP marketing created a case study fact find sheet to help fee earners capture the information required and each fee earner was encouraged to ask all clients if they would be prepared to get involved and share their story.

The fact find, once approved, was then converted into a press release in collaboration with the client and then distributed to the relevant regional media.

### 3. Implementation

We agreed that even though some of the stories merited national attention that the route to market would be regional first. This allows local journalists to run strong stories big – often generating front pages – and then provide a platform for national pick up.

Souters put in place and continue to manage a calendar of stories so that we maintained the three a month target. To support the campaign there was a weekly priority email, database tracking of progress of each case and results and a monthly WIP meeting plus six and 12 month strategic reviews on progress.

## 4. Results

In the 18 months since we began the campaign we have:

- Mobilised fee earners to provide excellent case studies for the campaign
- Drafted over 50 press releases and issued them to media UK wide
- Generated 100+ pieces of media coverage, the print versions of which have appeared with pictures high up in run of paper and sometimes as a front page. All stories have been reproduced in online versions of media targets
- Consistent pick up of better stories in nationals has resulted in several significant pieces in the Daily Mail and its influential online portal *Mailonline* which reaches nine million consumers
- The firm has attributed 18% growth largely to its investment in this programme of work

## 5. Feedback

*'We are delighted with this PR campaign as it has consistently helped us achieve our objectives to attract more business to the firm. The agency's skills in understanding what media want, the good working relationship they established with fee earners and the marketing team here and their sensitive handling of clients through the process has been key to its success'*

*Fiona Ellis, Head of Marketing, [The Dental Law Partnership](#)*