

January 19, 2010

FOR IMMEDIATE MEDIA RELEASE

PIONEERING BOSTON LAW FIRM ALIGNS WITH “*serial entrepreneurs.*”

www.gesmer.com breaks new ground online

The pioneering Boston-based law firm Gesmer Updegrave has worked with “serial entrepreneurs” since its inception in 1985. Gesmer clients are the big idea-driven founders and CEOs of start-up and emerging companies who develop and bring new products and services to market. They aim to make their ideas commercially viable and exit the business in a five-year window with a financial transaction. A new positioning campaign and Web site make Gesmer’s unique position as advisor to these companies clear and compelling through character sketches of “serial entrepreneurs.”

Why the Web site breaks through the law firm clutter

Beyond the creative edge that breaks the law firm positioning mold—think legal excellence—and design convention—globes, courtroom steps, downtown skyscrapers—the Gesmer site is notable for:

1. Primary navigation that is organized around the client and their goals instead of the firm and its offerings with tabs like “start the business” and “expand the operation.”
2. More engaging credentials in the form of client logos and entrepreneurial client stories instead of the sterile client lists that dominate law firm sites (the firm’s portfolio adopts the visual vernacular of the important venture capital community).
3. People navigation that puts Gesmer talent into the creative act with a “Usual Suspects” attorney navigation tool.

Integrated messaging—online and off

Launched in the second week of January 2010, the site is coordinated with the firm’s newly redesigned blogs and a Web traffic building advertising and direct mail effort. The ads and mailers offer a tapestry of evidence that Gesmer understands what drives its clients and has the credentials to help them realize those critical objectives and milestones.

A UNIQUE FIRM MAKES A *statement.*



About Greenfield/Belser and Gesmer Updegrave

Greenfield/Belser Ltd. is a leading B2B brand strategy and design firm and the premier firm of its type in relationship services branding—online and off. Our award winning Web sites include work for organizations as far reaching as the World Wildlife Fund and as innovative as Gesmer Updegrave.

Gesmer Updegrave LLP is New England's premier law firm for technology companies and emerging businesses. Its mission is to be the trusted client advisor—working side by side with client CEOs to bring the resources necessary to grow and protect their companies and assets.

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