

## Baker Associates

*TV, Web & Radio Commercials*

Baker Associates is legal practice with offices in Knoxville and Sevierville, Tennessee. Staffed by young, energetic attorneys with impressive credentials, the firm's reputation is one of excellence and professionalism.

### **Challenge:**

Baker Associates wanted to promote their personal injury legal services throughout a multi-county region. However, they wanted to distance themselves from the all-too-common, ambulance-chasing, in-your-face style of advertising used by other firms.

### **Solution:**

To successfully market Baker Associates' personal injury expertise, while simultaneously promoting their reputation and preserving their image, DoubleJay Creative told the story of Baker Associates in an entirely different way. The resultant television, Web and radio spots convey trustworthiness, sincerity, effectiveness in a dignified presentation. DoubleJay Creative developed the theme, "The Road to Recovery Begins with Baker Associates," and created a campaign that ultimately won an Addy Award from the Knoxville American Advertising Federation for its innovative stop-motion video animation.

