

Nabarro LLP

Don't just warm a chair. Find the perfect seat.

Don't just warm a chair,
choose the perfect seat.



Recruiting the brightest and best for the hot seat.

Nabarro approached Neon to create a graduate recruitment idea for their 2010/2011 graduate recruitment drive — intended to reach out to prospective candidates on campus, at Law Fairs, in the Law press and on-line.

The idea was borne out of in-depth interviews with Law graduates, which revealed what would make Nabarro's pitch the most unique and compelling to graduates. The new graduate recruitment campaign was based around the fact that Nabarro's training contract consists of six four month specialism 'seats', rather than the traditional four. This enables trainees to gain valuable experience in a wider range of both specialist and core practice areas, so they can identify the specialism that is 'perfect' for them — as well as getting to know more people within the firm.

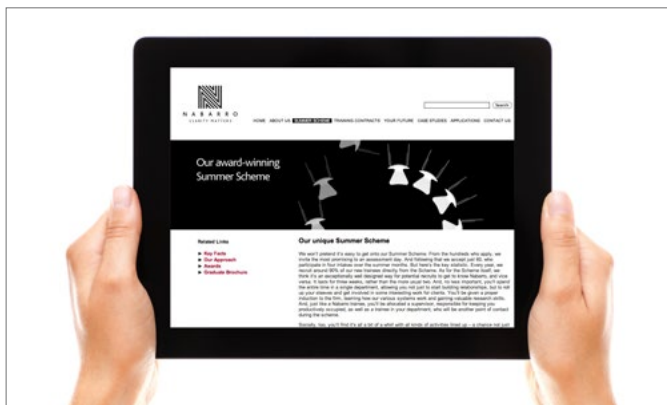
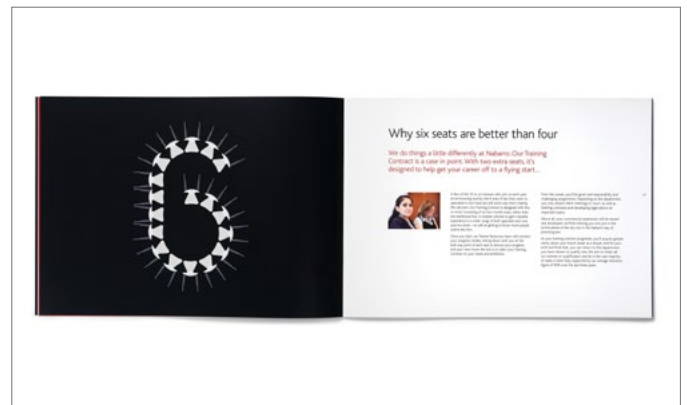
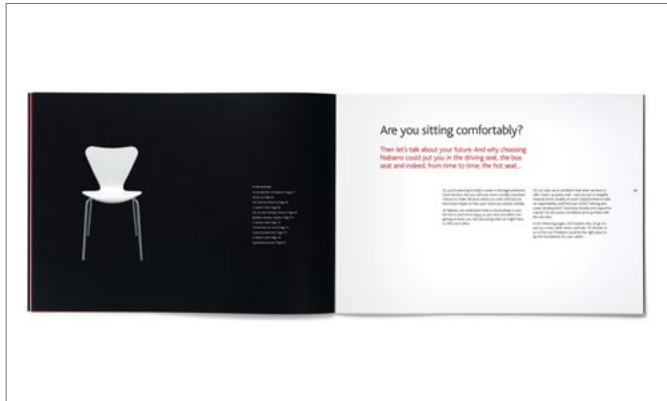
Kind words...

"Neon delivered a highly creative and intelligent graduate recruitment campaign that was bold, innovative and elegantly executed at every touch point. Their in-depth research into our target audience, along with their understanding of the Nabarro brand, meant that the concept sent out just the right message. This resulted in real differentiation from our competitors and fantastic feedback from the students on campus."

JANE DREW
Trainee Resources Manager
Nabarro LLP

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PROJECT SUMMARY

Campaign strategy/idea
Art direction
Copy writing
Photography
Recruitment brochure
Graduate recruitment website
Law press advertising
On-line animations
Exhibition stand
Campus poster campaign
Digital templates

