

# Wragg & Casas

STRATEGIC COMMUNICATIONS

## Legal Marketing



**PROMOTING** YOUR BRAND  
**PROTECTING** YOUR BRAND

MIAMI • ORLANDO

[WWW.WRAGGCASAS.COM](http://WWW.WRAGGCASAS.COM)

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# MEETING YOUR NEEDS

To some we're trusted media relations and community relations counselors.

To others we're the reliable team they call in a crisis.

And yet to others, we're the creative crew that manages all things advertising, marketing and digital with the clever turn of a phrase.

For more than 30 years, Wragg & Casas has worked with corporations, institutions, and government agencies to achieve their objectives using a variety of multi-cultural marketing communications strategies.

With offices in Miami and Orlando, we provide thorough coverage of Florida and strategic gateways to Latin America and Europe.

# OUR MISSION IS CLEAR

We leverage our experience to promote and protect your brand so that you can achieve your business objectives.

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# OUR WORK WITH LAW FIRMS

Wragg & Casas has extensive experience in assisting law firms with their marketing initiatives and litigation support. Senior executives of the firm have long-established ties to the legal profession locally, statewide, and nationally.

For 30 years, firm members have represented law firms of all sizes — from small boutique practices to Florida's largest and most respected law firms as well as blue-chip international law firms with offices around the world.

We are successful in the professional services field because we are dedicated to client service. At least one officer of the firm heads each account relationship and is accessible to the client at practically all times

Our representation also includes sophisticated crisis counseling assignments both for law firms and their clients. Based on our reputation for excellent work, we are often called to handle difficult and sensitive matters such as complex and high-profile commercial litigation.

## MARKETING

### MEDIA RELATIONS

Developing media relations strategies to position the firm, practice groups and individual attorneys in the public eye.

This includes:

- Case success stories
- Profile stories about the firm and individual attorneys
- Promoting individual lawyers as authoritative sources
- By-lined articles
- News releases and pitch letters about the firm
- Op-Ed pieces
- Media training
- Crisis communications and reputation management

### CIVIC AND PROFESSIONAL INVOLVEMENT

- Firm and individual attorney participation on civic, cultural and community events and organizations
- Lining up speaking engagements for attorneys before targeted audiences in line with the firm's branding and practice development goals.

### DIGITAL MARKETING & SOCIAL MEDIA

- E-newsletters
- Digital advertising
- Social Media Content (e.g. Cases won, New attorneys, Client industry trends, Commentary on news items)
- Designing collateral materials and graphics to assist law firms with their marketing and business development
- Website design and maintenance

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# REPRESENTATIVE MATTERS



## REPUTATION MANAGEMENT

An international business law firm came to us when media began questioning its role in the Panama Papers controversy. Rather than trying to deflect the issue, we counseled the firm's partners to embrace their role to show media how a law firm handles international business ethically, legally, and successfully. They received excellent media coverage and were quoted by media as experts.

We helped a mid-sized firm specializing in litigation and regulatory matters communicate with its clients when it was discovered an employee had embezzled money.



## LITIGATION MATTERS

We are working with two Miami firms on behalf of a mutual client involved in high-stakes litigation with a local government. One law firm handles negotiations, the other is preparing for a potential trial, and we handle media relations for the combined effort.

A liquor company pursuing litigation against distributors involved in grey-market sales hired Wragg & Casas through its law firm to communicate the complex issue and its pursuit of protecting its brand while preserving sensitive information from discovery.

The U.S., District Court for the Southern District of Florida has a no-public-comment rule for attorneys during trial. During a highly publicized 5-week trial, we acted as the spokesperson for a company on trial and for the four law firms working on their behalf. We issued media statements regularly and summarized trial proceedings for reporters not able to cover the trial.

The defense firm representing a corporation that was prosecuted in an accidental death retained Wragg & Casas to deal with both communications in the trial, and the overall publicity that could have severely affected its ongoing business with local governments.

When a very prominent attorney was threatened with prosecution for his work on behalf of a public company, his attorneys hired Wragg & Casas for media relations. We pre-empted the government's actions by revealing publicly the government's intentions and the implied threat of negative publicity. No charges were ever brought.



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# THE TEAM



**Ray Casas, President** has managed communications services for multi-national companies, large real estate developers, banks, food companies, attorneys and other professional firms and hospitals. Casas' areas of expertise include strategic planning, issues management and crisis counseling. Ray holds bachelor's and master's degrees in journalism from Northwestern University.



**Jeanmarie Ferrara, Esq., EVP** provides marketing communications for professional firms, and governmental agencies. She has directed numerous public affairs/outreach campaigns for issues involving zoning, land use, the environment, water quality, transportation and historic preservation matters. A member of the Florida Bar, Ferrara earned her J.D. and a bachelor's in communications from the University of Miami.



**Jeannette Rivera-Lyles, Communications Strategist** is a fully bilingual marketing and communications professional specializing in digital and print media, video production, digital marketing, and public relations. Rivera-Lyles' experience includes work for Florida-based theme parks, higher education institutions, and renewable energy developers. She earned her bachelor's in communications from the University of Central Florida.



**Mery Lewis, Creative Director** manages all things creative including digital media, social media, graphic design, advertising, web design, marketing and branding. Lewis is a graduate of the Art Institute of Fort Lauderdale where she earned a bachelor's degree in graphic design along with a bachelor's degree in web design and interactive media.

# SERVICES



## CONTENT CREATION

Every audience – every issue – requires a customized blend of intelligently crafted content. At our core, we are content creators. Whether for print or video, websites, blogs, social media, business letters, speeches, newsletters, whitepapers, direct mail or brochures, we will create content that suits your needs. As a one-stop shop, we will take your content to the next level.

## CRISIS MANAGEMENT

A carefully crafted reputation management program builds on your strengths, gets recognition for good deeds and creates a positive image. But once lost, a reputation takes twice as long to regain. We help clients build their reputation and brand, and defend it vigorously when under attack by competitors, lawsuits, a crisis and other issues.



## PUBLIC AFFAIRS & OUTREACH

Businesses frequently find it necessary to promote and protect their interests before government bodies or regulatory agencies. Government often needs help communicating to constituents. In either case, strategic communications are essential in creating a favorable climate where decision makers can support a specific matter. We design and execute public advocacy campaigns that target key stakeholders and work seamlessly in conjunction with your professional lobbying team or internal communications.

## MEDIA RELATIONS

Third-party credibility in news coverage builds your brand, earns public acceptance and good will, increases your website's domain authority, and boosts strategic objectives and sales. Quality media placements can directly increase your company's visibility and establish you as a thought leader. We are known for our insights into the news media, and experience with reporters and editors. We understand what makes news. We identify



# SERVICES



## SOCIAL MEDIA

Social media and digital marketing connect and engage people. It doesn't matter if you're advancing an issue or selling a product or service – they are both essential tools for getting your message out. We produce well written, rich content, with captivating images and video – distributed across a variety of digital channels including paid and earned. There's no one-size-fits-all social strategy, but the goal is the same – Attract. Engage. Convert.

## LITIGATION SUPPORT

In litigation communications the goal is to control the narrative. "No comment" won't get you very far in the court of public opinion. Having an experienced communications team to manage the media during high profile litigation helps your legal team stay focused on the trial and preserve your reputation long after the jury's verdict is in.



## WEB DESIGN & MAINTENANCE

Your website is essential. It's your first impression on the world...the first ambassador of your brand and your digital storefront. You need a variety of talent and creativity to bring your vision to fruition: copy writing, SEO, coding and a flair for design. You also want the ability to control your own website or have a team at the ready to help you. We have all of that talent under one roof. We'll make the creative process fun and easy.

## GRAPHIC DESIGN

A picture's worth a thousand words and if you can think of a thousand things we can create them all: print and digital advertising, animation, banners, business cards, infographics, invitations, logos, posters, presentations, product labels and packaging, and signs—the list goes on.





# SERVICES



## BRANDING

Create a memorable and positive first impression. Our award-winning creative services team develops branding and corporate identity packages including logos, brochures, websites, advertising, banners, displays, sales kits and promotional items. Our creative storytellers zero in on the essence of your brand and can create a brand that speak to your audience.

## MARKETING

The right marketing mix always starts with a few core questions: What problem does your target audience have? Why can't they solve the problem? How does your product or service address their needs? What motivates your targets to take action? How does your target client feel about you and your competitors? With these answers in place our team can go to work implementing the right marketing mix for you and your brand.



## VIDEO CONTENT MARKETING

Video has always been intriguing, but today it is important on every communication platform and dominates social media. Video creates a richer experience through images, words and music. If you want to increase engagement on social media and convert potential customers, you need video. If you want to communicate effectively when onboarding new employees, introducing a new product, pitching new business, celebrating a business milestone, or conveying your corporate culture, you need video. Today video has a place in every aspect of your communications plan.

## EVENT MANAGEMENT

Whether planning an in-person, virtual, or hybrid event, details matter, reflect on your brand and impact your reputation. Our team takes care of every detail for you: overall program management, content and speaker management, venue selection, catering, entertainment, décor, graphics, presentations and of course the outreach needed to get your audience there.



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# OUR APPROACH

## **Begin With the End in Mind**

We start every client engagement with the question: What will have been a resounding success at the end of the contract period? This approach leads to specific, identifiable goals and to the strategic plan to reach those goals.

The plan is formulated to include the spectrum of communications disciplines that will achieve client's objectives: earned or paid media, social media, digital, video and graphic content creation, reputation management, crisis management, community outreach and/or internal communications.

Strong regular two-way communication, backed by creative strategic thinking, is the key to executing a successful engagement. We communicate with clients often daily, but at a minimum weekly.

## **Manage staff, resources and budget to ensure timely delivery of services**

We maintain project tracking documents accessible to the client on the Google platform that include the project, person responsible, client liaison, deadline, current status and notes. We hold client status calls once a week and in-person meetings monthly or bi-monthly. We provide weekly and monthly summary reports of all projects completed and in process.

## **At Wragg & Casas We Deliver!**



### **VALUE**

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With our roots in journalism, law, and public relations, we have the skills to develop credible, strategic, valuable content that integrates across multiple platforms, to connect meaningfully with your target audience.



### **EXPERIENCE**

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Clients retain agencies for expertise and capabilities either unavailable in-house or better addressed outside the flow of day-to-day business. Such services require a combination of senior-level counsel with expertise acquired over the years as well as astute attention to emerging technologies and techniques. Our team strikes that balance: multi-disciplined, multi-cultural and multi-generational.



### **ON TIME**

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Our dedicated team of professionals is on call practically 24/7. Ask any client. We're known for rapid response and delivering on your schedule – whatever it takes.



### **ON BUDGET**

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We'll work with you on either a monthly retainer or a project fee. Whatever your budget is, we'll find a solution that works for you. No surprises.

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# LOCATIONS



## MIAMI OFFICE

**3191 Coral Way, Suite 607  
Miami, FL 33145**

305.372.1234



## ORLANDO OFFICE

**37 N. Orange Ave., Suite 224,  
Orlando, FL 32801**

407.244.3685  
info@wraggcasas.com

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## CERTIFICATIONS

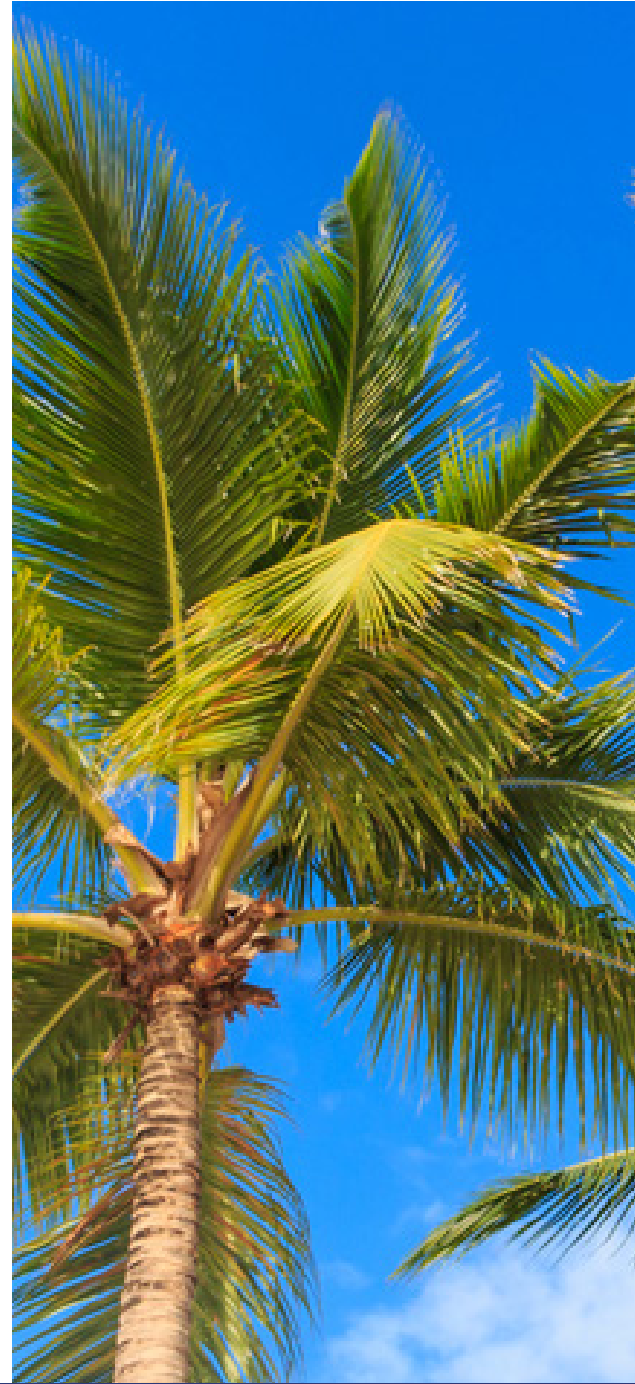
Wragg & Casas is a Certified Minority Business Enterprise by the State of Florida Office of Supplier Diversity, the National Minority Supplier Development Council and by the Miami-Dade County Certified Small Business.



Certified Small Business

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