



Clark Hill Strasburger

Clark Hill Strasburger | Elevated Brand Awareness & Industry-Specific Thought Leadership

OBJECTIVE

[Clark Hill Strasburger](#) a multidisciplinary, international law firm with over 600 attorneys and 25 offices, engaged Pierpont to bolster its proactive media relations initiatives to elevate attorneys' profiles throughout Texas and within the major industries it serves - energy, healthcare, logistics, and more.

SOLUTION

Pierpont achieved those objectives in the first 90 days of the engagement, securing opportunities for contributed articles and expert commentary in respected trade publications across the target industries, including *Oil and Gas Investor*, *Midstream Business*, *Bloomberg BNA*, *Fierce Healthcare*, *American Trucker*, *FleetOwner Magazine*, and more. Pierpont was then tasked with announcing the firm's merger to daily newspapers and business journals in Texas' major markets. Pierpont secured coverage in almost every city in Texas where the firm operates, including the *Houston Chronicle*, *Dallas Morning News*, *San Antonio Express-News*, *Austin Business Journal*, *Collin County Business Press*, and others.

RESULTS

Since the start of the engagement, Pierpont has produced a consistent stream of media opportunities in outlets valuable to attorneys' practice areas, including those previously mentioned, as well as maritime, human resources, and construction trade media.