



Husch Blackwell | Elevating a National Law Firm's Market Presence

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OBJECTIVE

When [Husch Blackwell](#), an industry-focused law firm of more than 700 lawyers in 19 offices throughout the US, wanted to deepen its presence in three key Texas markets.

APPROACH

The firm chose Pierpont for our longstanding ties to the region, knowledge of local influencers, and our significant experience working with national and global law firms. Since early 2018 we have provided thought leadership and media relations support for partners in Husch Blackwell's Austin, Dallas, and Houston offices.

Beginning with an announcement of Husch Blackwell's expansion in the banking, insurance, public law, real estate, and health care practices through the addition of 14 lateral partners, which we placed in the two most prominent legal trade publications, Texas Lawyer and Law 360 and in the Austin Business Journal and the Houston Business Journal, our team continues to promote Husch Blackwell's industry-centric approach to drive media coverage around major regional issues such as stadium and sporting events; eminent domain; health care M&A activity and the outlook for the energy industry.

RESULTS

Our ongoing efforts have produced follow-on media coverage in City Biz List (Dallas), Bisnow Houston, Becker's ASC Review, and others. Additionally, we partner as needed to elevate profiles of events important to Husch Blackwell's Texas lawyers such as the University of Texas 2018 Power & Gas Institute.