



Kane Russell Coleman Logan

Kane Russell Coleman Logan | Breaking into Austin's Legal Market

CHALLENGE

[Kane Russell Coleman Logan PC \(KRCL\)](#), a Texas-based law firm with a strong presence in Dallas and Houston, faced a pivotal moment as it expanded into the competitive Central Texas legal market. The firm's leadership recognized that simply opening an office in Austin's Frost Bank Tower wouldn't be enough, they needed to make a bold, immediate impression. With six new attorneys joining the firm, KRCL sought to introduce its team and capabilities to the region while reinforcing its reputation as a full-service firm with deep expertise in bankruptcy and litigation.

OBJECTIVE

To support this expansion, KRCL aimed to achieve three key objectives through [public relations](#). First, the firm wanted to secure an exclusive feature in *Texas Lawyer*, the state's leading legal publication, to announce the Austin office and articulate its long-term vision. Second, it sought to build brand awareness in Central Texas through a coordinated media push, including press release distribution and interviews with firm leadership. Finally, KRCL aimed to spotlight its new Austin-based attorneys, each with impressive credentials, to demonstrate the caliber of legal talent joining the market.

SOLUTION

Pierpont Communications led the media relations strategy, crafting a compelling narrative around KRCL's growth and the strategic significance of its Austin launch. The team secured an exclusive with *Texas Lawyer* and distributed a press release to targeted legal and business media outlets. Interviews were arranged with key firm leaders, and coverage was aligned with sectors relevant to KRCL's core practices. The campaign emphasized the firm's strengths in bankruptcy, litigation, and restructuring, while also highlighting the individual stories of the new attorneys.

RESULTS

The results were both immediate and impactful. The campaign generated 11 earned media placements in top-tier outlets including *Texas Lawyer*, Law360, Austin Business Journal, and Texas Lawbook and the total media reach exceeded 6.7 million impressions. Additionally, several attorneys were featured in alumni publications, further extending the firm's visibility.

Through this strategic media effort, KRCL successfully positioned itself as a formidable new player in the Austin legal market.

BY THE NUMBERS

11

Media Placements

6.7M

Media Impressions