

## Gray Reed's Latest Advertising Campaign Wins Major Awards

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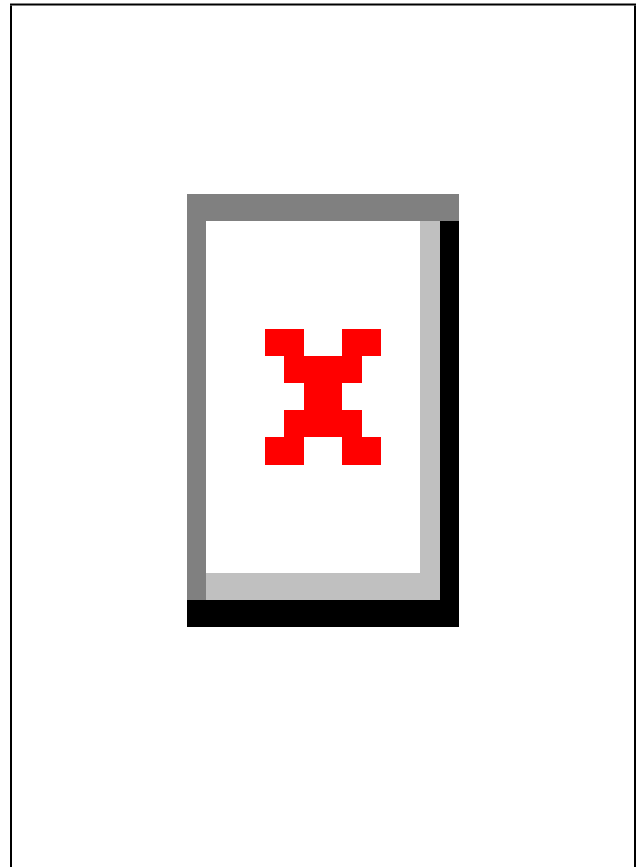
(Dallas) – The Legal Marketing Association, International Association of Business Communicators and the American Advertising Awards recognized Gray Reed & McGraw for its current advertising campaign “Lawyer Jokes”. The campaign uses “old school” lawyer jokes but with the twist that they really are not jokes at all.

Gray Reed won third place in the Legal Marketing Association's 2015 *Your Honor Awards* in the advertising category. The LMA *Your Honor Awards* have recognized the preeminent legal marketing materials from around the world, and is the longest-running annual international award program recognizing excellence in legal marketing. Over 175 entries are submitted each year.

Gray Reed received a Silver ADDY award by the American Advertising Awards, which is the advertising industry's largest and most representative competition, attracting over 50,000 entries every year in local AAF club competitions. Gray Reed's campaign received second place in the Houston Chapter for the B2B advertising category, which is reportedly one of the toughest categories to place. Some of the other competitors include Reliant Energy, Walmart, Chrysler, Samsung, Greater Houston Partnership, Gaido's, Waste Management, Dow Chemical Company, Oceaneering, and Baker Hughes.

Gray Reed also won a Silver Quill “Award of Merit” from the International Association of Business Communicators, which is a global network of communication professionals committed to improving organizational effectiveness through strategic communication. Silver Quill Awards are presented to outstanding professionals whose communication programs effectively further specific goals—e.g., boosting revenue, reducing cost, and motivating audiences to a desired action.

“In terms of public perception, it is challenging to significantly differentiate one legal firm from another,” said Gray Reed Director of Client Development Michael Blachly. “The use of





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self-deprecating humor (toward our profession) allowed us to stand apart from the crowd because few firms use humor in advertising. Our campaign conveyed the idea that we take our work seriously, but we do not take ourselves too seriously: We're real people, just like you. We laugh. We joke. We work hard. We're very good at what we do. You're going to feel comfortable working with us."

Gray Reed worked with Love Advertising to assist in researching and developing the concepts for the advertising campaign. Love Advertising is a leading regional full service advertising agency based in Houston where they focus on local, regional, national and international campaigns for a variety of client categories including retail, fast food, real estate, healthcare, public awareness and education, business to business, events, automotive and more.

### **About Gray Reed & McGraw**

For more than 30 years, Gray Reed has been a full-service, Texas based law firm with more than 120 lawyers practicing in Dallas and Houston. Gray Reed offers a wide range of legal services including business litigation, corporate transactions, oil & gas, tax planning and litigation, real estate, healthcare, trusts and estates, employment law, family law, intellectual property, and bankruptcy. For more information, visit [www.grayreed.com](http://www.grayreed.com)