

Silvers Langsam is scoring with MyPhillyLawyer ads



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Plaintiffs personal injury law firm Silvers Langsam & Weitzman has been in existence for more than four decades. But it is known by local television viewers as MyPhillyLawyer, the branding name se-

lected by managing partner Dean Weitzman — who launched an aggressive advertising campaign this past spring that he says is paying dividends.

Weitzman's ads began airing in March during Phillies, Flyers and 76ers coverage on Comcast SportsNet as well as on CBS3's morning newscasts.

Since the campaign has launched, he said he has seen an improvement in the quality and quantity of the firm's caseload.

Many plaintiff firms have avoided television advertising because of its prohibitive cost and not wanting to seem like hucksters. Weitzman said the campaign was initially expensive but has more than paid for itself in new business. And he said the ads were carefully constructed to avoid being lumped in with other lawyer ads.

Silvers Langsam initially began television advertising during cheaper daytime programming but soon decided it wanted to reach a different audience.

"I didn't want to be screaming with fake law books behind me, telling people how I will get results," Weitzman said. "And I didn't want to do daytime television because the people watching tend to be litigious — moving from case to case."

So he hired Steve Ratner of Ivy Creative advertising agency in Natick, Mass.

"Dean wanted to create a connection with viewers," Ratner said. "No one remembers law firm names. MyPhillyLawyer was brilliant, and he came to us with it. It's simple to remember. In one of the spots, he's walking in the streets of Philly saying 'I'm one of you.'"

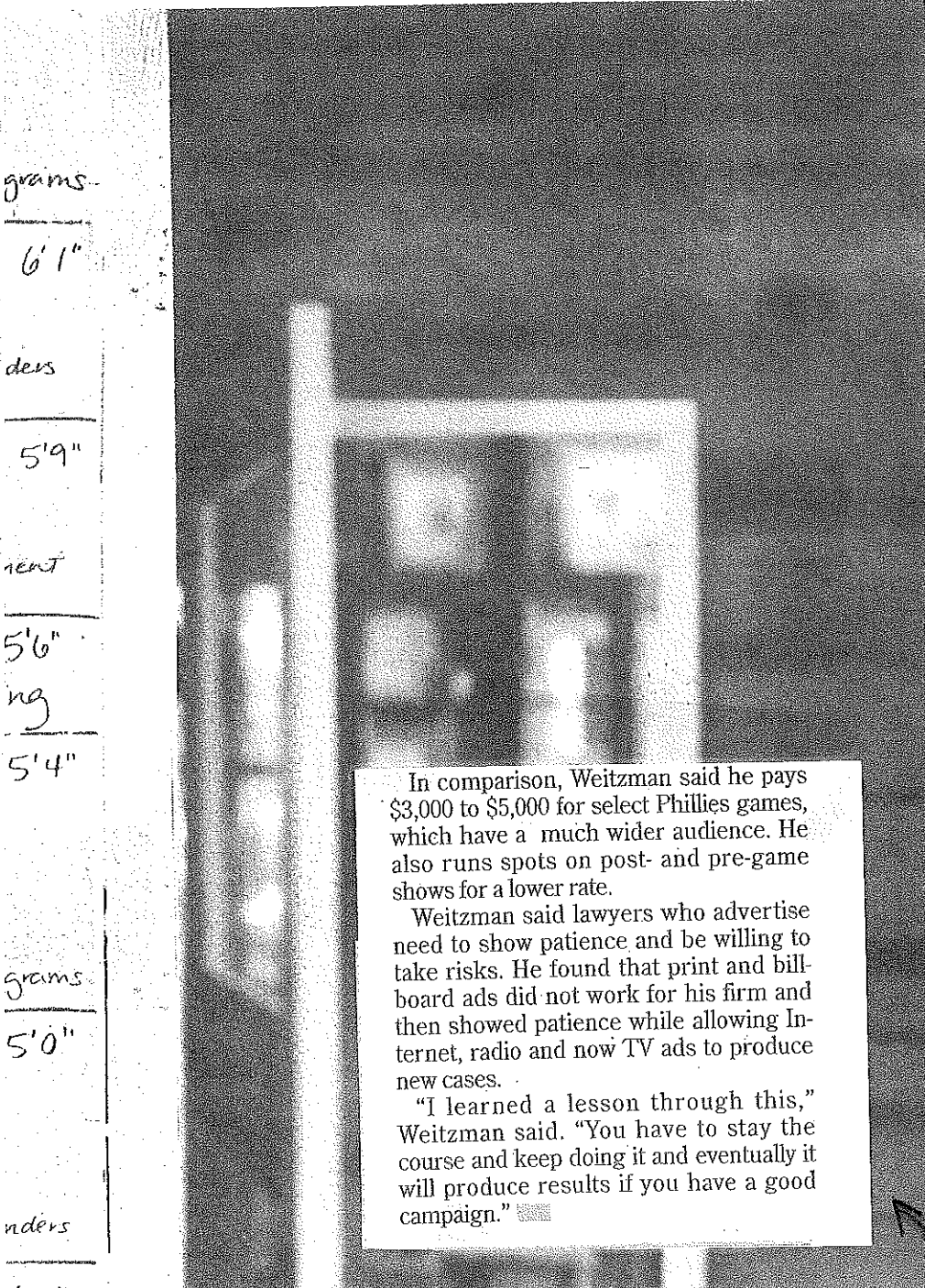
Weitzman secured the MyPhillyLawyer url in June 2000 and soon trademarked the phrase MyPhillyLawyer, along with its slogan, "When losing isn't an option."

Greg Siano, director of media services at Tierney Agency said the decision to brand as MyPhillyLawyer was a good one.

"It was smart to trademark that because it will have strong recall," Siano said.

The cost differential between advertising during daytime programs like "Judge Judy" and "Jerry Springer" — where plaintiff firms usually run spots — and Phillies coverage at night is dramatic.

Siano said a 30-second spot on "Judge Judy" or "Jerry Springer" costs between \$300 to \$400. But the audience is minimal — "Judge Judy" gets 109,554 adult viewers and "Jerry Springer" gets 46,128.



In comparison, Weitzman said he pays \$3,000 to \$5,000 for select Phillies games, which have a much wider audience. He also runs spots on post- and pre-game shows for a lower rate.

Weitzman said lawyers who advertise need to show patience and be willing to take risks. He found that print and billboard ads did not work for his firm and then showed patience while allowing Internet, radio and now TV ads to produce new cases.

"I learned a lesson through this," Weitzman said. "You have to stay the course and keep doing it and eventually it will produce results if you have a good campaign."

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