

A Marketing Precedent:

Elevating Preference  
Among Law Students  
for LexisNexis

## The Landscape

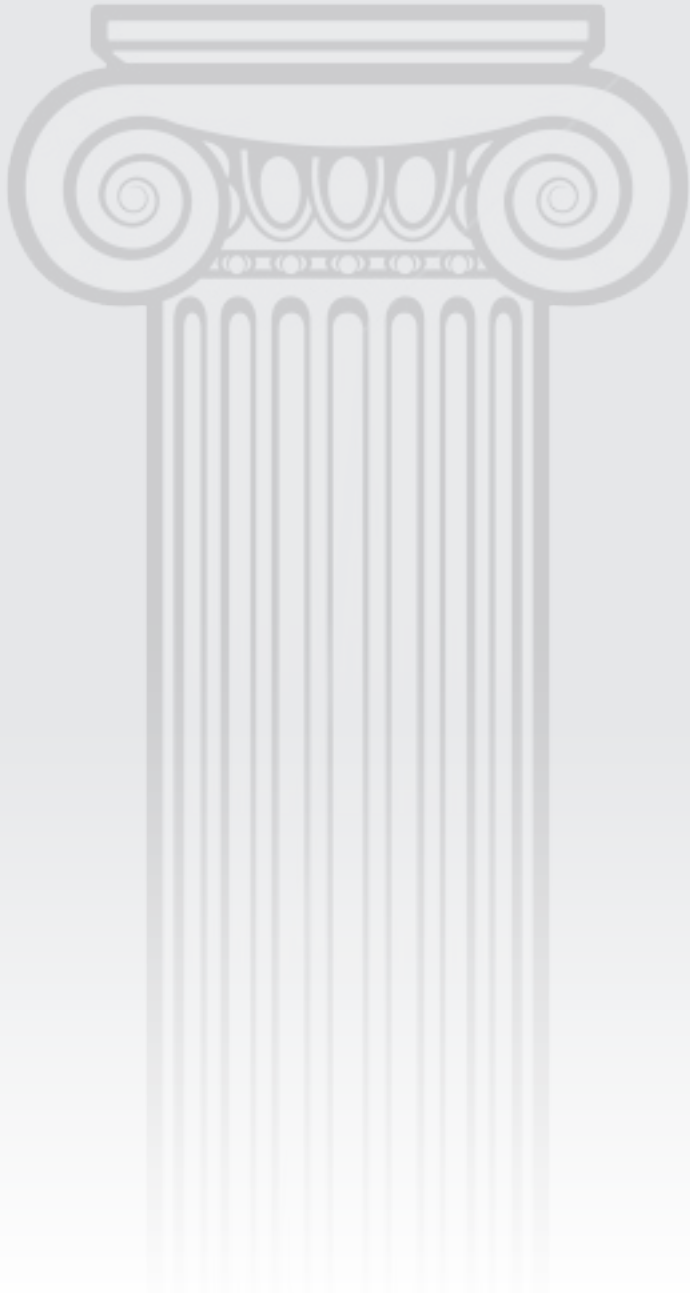
Since its inception in the early 70s, the electronic legal research market has been dominated by two companies: LexisNexis and Westlaw. At the beginning of our engagement, LexisNexis enjoyed a slight advantage in marketshare among legal professionals -- most notably at the nation's top 100 law firms. But Westlaw had gained a strategic advantage that significantly threatened LexisNexis: a higher preference among law students.



LexisNexis led Westlaw among legal professionals



LexisNexis trailed Westlaw with law students



## The Stakes

After years of data-gathering, the marketers at LexisNexis reached a startling conclusion:

A **one percent difference** in preference between LexisNexis and Westlaw among law school students would equal roughly **one million dollars in additional revenue** the following year as those students entered the job market.

1% = \$1M

Following this revelation, increasing preference for its brand among law students became a top priority for LexisNexis. In fact, both LexisNexis and Westlaw had already been providing their electronic legal research tools at no cost to law students and faculty.

## The Challenge

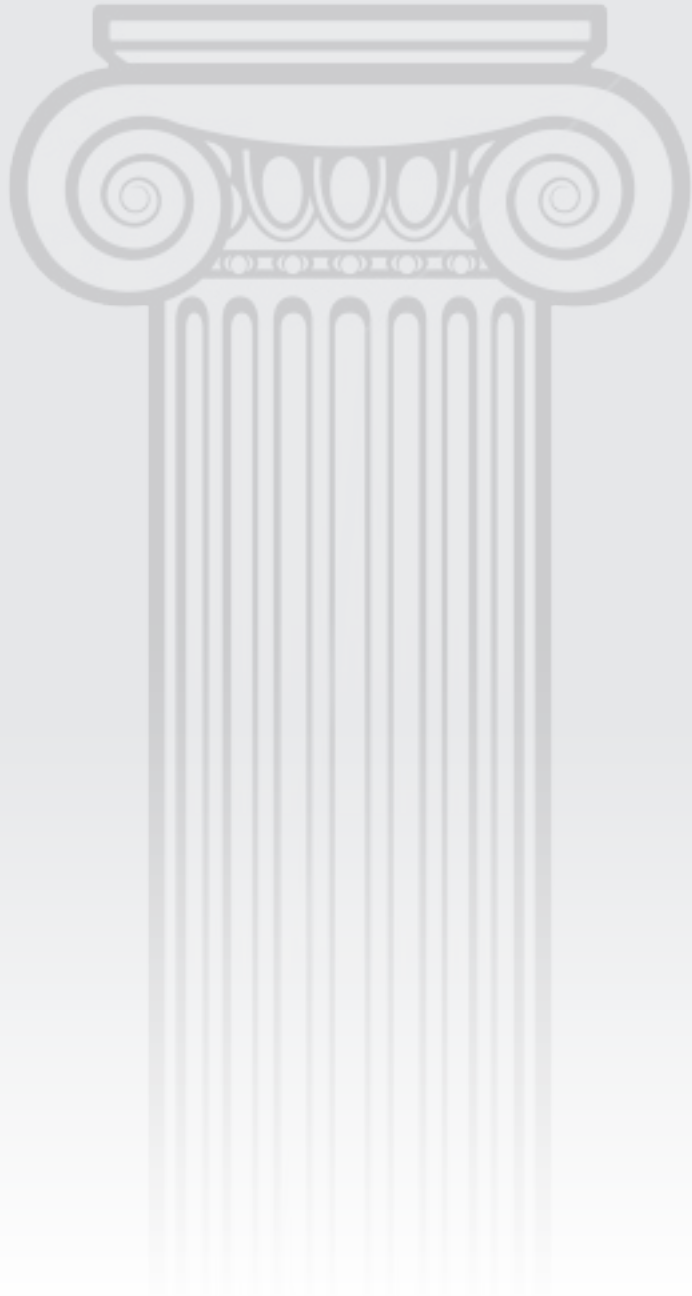
With its experience in brand management across a wide spectrum of media, the AgencyAxis team was retained to help LexisNexis increase brand preference among law school students.



The biggest challenge in changing student preference was **the perception that Westlaw was easier to use** and favored among the librarians and faculty at many law schools. Peer influence also helped foster this perception.



Another large hurdle remained: The LexisNexis and Westlaw systems used two fundamentally different search and retrieval methods, **requiring students using Westlaw to learn a different interface and search process** for their case law research when using LexisNexis.



## The Message

The message developed by the AgencyAxis team was simple and appealed directly to the law student's self-interest.

LexisNexis...

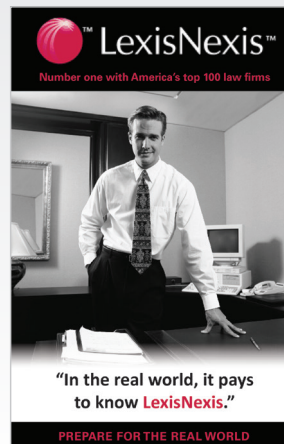
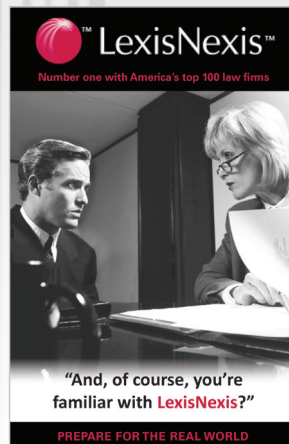
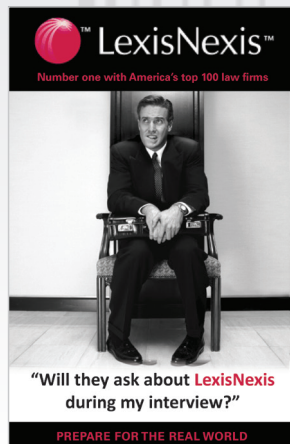
Number One with America's Top 100 Law Firms

Because LexisNexis led Westlaw among working professionals, knowing how to use LexisNexis would be an essential skill for a graduating law student – especially since legal research was usually the main task given to new lawyers at large, prestigious law firms. And employment at a top 100 firm was the brass ring sought by most graduating law students.

## The Execution

The “Number one with America’s top 100 law firms” messaging was implemented across a wide range of channels. Some were already being used by LexisNexis. Others were new channels proposed by the AgencyAxis team. These channels included:

- Online Banners
- Print Ads
- Posters
- Tent cards
- Events
- Promotional Items
- Social Media





## The Results



During the first year of the campaign, LexisNexis achieved parity with Westlaw among law students after trailing its main competitor.



In the second year of the campaign, LexisNexis surpassed Westlaw in preference among law students. That advantage still continues.

This strategic profile illustrates a documented marketplace change. The actual data figures are proprietary.



## Facing a challenge of your own?

Whether it is increasing market share, introducing a new product, entering a new market or other marketing challenges, the AgencyAxis team has the experience, resources and creative muscle to help.

Get in touch and find out why many of the world's leading brands have trusted the AgencyAxis team to help with some of their most critical marketing challenges. You'll find a few of these clients below.

