



CLIENT:

## Womble Bond Dickinson

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## Client Description

Womble Bond Dickinson is a transatlantic law firm that provides a breadth of legal expertise and integrated solutions to corporate, individual and non-profit clients across every business sector. Across 27 offices, the firm's reach extends throughout the East and West Coasts, Texas and the U.K., helping clients advance and protect their interests from both sides of the Atlantic.

## Project Description

Womble Bond Dickinson engaged A.wordsmith to lead content development on a corporate recruitment marketing toolkit. This included crafting an anchor narrative to empower lawyers and HR professionals alike with recruit-ready materials needed to tell Womble's story and how its purpose-driven mission, people-first culture and core values set it apart from other firms in the market. A.wordsmith led a series of interviews with senior leaders, partners and associates to extract insights, experiences and perspectives on the firm's rich history, differentiating areas of expertise and international footprint. A.wordsmith leveraged these conversations to develop an inspirational, differentiated and powerful narrative through the recruitment lens. Once complete, we ensured input from key stakeholders was incorporated, and the most impactful aspects of the firm were allowed to shine.

## Key Results

- Collaborated with the CEO, chief strategy officer, chief recruitment officer, and marketing director at Womble Bond Dickinson to define the content, creative direction, audiences, brand voice and overall tone of the narrative, while ensuring the language was aligned with the firm's overarching brand positioning and purpose statements.
- Conducted five separate interviews with senior executives, partners, lawyers and associates who were telling the Womble story with recruits on a frequent basis. Following these discussions, we curated the best stories and work examples that captured the full breadth of Womble's value to prospective candidates from a cultural, operational, business innovation, philanthropic and community advocacy perspective.
- Developed a compelling recruitment narrative that successfully struck an emotional chord, while reinforcing the impact Womble has on its people, purpose, clients, stakeholders and the communities served. The narrative concluded with a strong call to action to the doers, finishers, forward-thinkers and entrepreneurs of the world to find a home at the firm.