

# Digital media

The world views us through our website. It is a very public expression of brand identity. Get it right, people will return, get it wrong, they'll go elsewhere. Of course online is more than just about brand expression, it entertains, informs and persuades external and internal audiences alike. People use online all the time, sometimes it is over used. Like any channel, it needs to be kept fresh, simple and above all relevant.

We have been helping our clients make the best use of digital media across many aspects of interactive media including websites and online campaigns.

## Some of our clients include:

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addressed

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[www.addressedhome.co.uk](http://www.addressedhome.co.uk)



[www.chequeandcredit.co.uk](http://www.chequeandcredit.co.uk)

BAKER & MCKENZIE

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[www.multiplyingyourpotential.co.uk](http://www.multiplyingyourpotential.co.uk)

Mishcon de Reya Solicitors

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[www.mishcon.co.uk](http://www.mishcon.co.uk)

carringtonaccountancy

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[www.carringtongroup.co.uk](http://www.carringtongroup.co.uk)

PAYMENTS  
COUNCIL

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[www.paymentscouncil.org.uk](http://www.paymentscouncil.org.uk)

Melton / Legal Search

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[www.meltonlegal.com](http://www.meltonlegal.com)



[www.firstcounsel.com/ince](http://www.firstcounsel.com/ince)

To see more of our work, visit [www.soukiasjones.co.uk](http://www.soukiasjones.co.uk) or alternatively call Mark Stephenson on 020 7739 8869 or email him at [mark@soukiasjones.co.uk](mailto:mark@soukiasjones.co.uk).

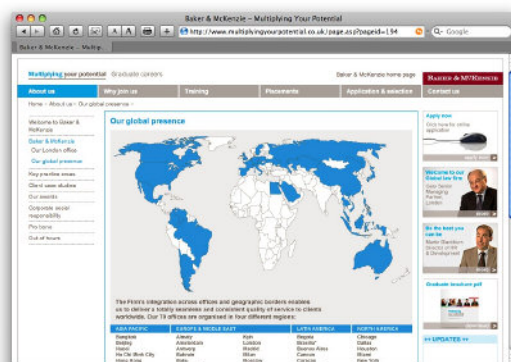
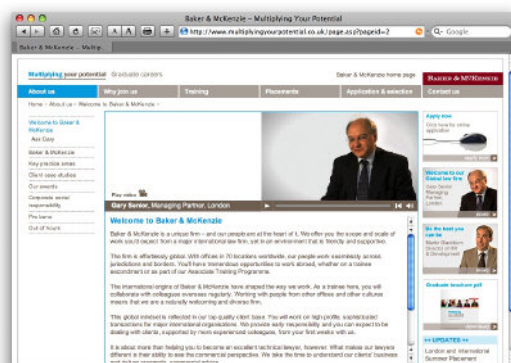
# Case study

## Baker & McKenzie

### Multiplying the potential of graduates

There are few law firms in the world bigger than Baker & McKenzie. Opportunities for ambitious graduates are huge. The firm has much to offer – internationalism, welcoming culture, commercial approach and high profile clients – the firm's approach enables staff to be the best they can be.

From this thought, we developed the theme 'Multiplying your Potential' and used the website to illustrate how the firm's unique attributes combine to enhance the individual qualities of graduates. Video interviews and case studies captured the experience of existing lawyers. For media savvy students, animation and Q&A facility to the firm's managing partner were added to enhance their overall experience.



To see more of our work, visit [www.soukiasjones.co.uk](http://www.soukiasjones.co.uk) or alternatively call Mark Stephenson on 020 7739 8869 or email him at [mark@soukiasjones.co.uk](mailto:mark@soukiasjones.co.uk).