

CASE STUDY: Doerner & Goldberg

CHALLENGE

Doerner & Goldberg, a well-established court reporting company, was perceived as a local New Jersey firm offering a product that in many attorneys' minds was considered a commodity. The company asked us to change its image to reflect its true national capabilities.

SOLUTION

We developed a brand building campaign with visually dynamic, engaging headshots that focused on how Doerner & Goldberg was "Better in Every Case" because of its advanced technology, its reporters' understanding of complex subjects such as environmental and pharmaceutical cases, and its ability to handle cases nationally and internationally. The campaign included ads, a website, and brochures as well as a new corporate ID.

RESULTS

Doerner & Goldberg's sales have grown and it is involved in cases across the U.S. and as far away as Australia.

Contact us today to learn how your business can profit from our Brand-Edge™ Process.



Better in every case.
Doerner & Goldberg
Deposition and Litigation Support Services



BLOCK & DECORSO

Branding | Marketing | Public Relations

3 Claridge Drive, Verona, NJ 07044 T: 973.857.3900 F: 973.857.4041 www.blockdecorso.com

CONTACT: Bill DeCorso
E: bdecorso@blockdecorso.com