



Multimedia Proposal
Sachs Sax Caplan, P.L.

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CLIENT OVERVIEW

Sachs Sax Caplan, P.L.

Sachs Sax Caplan (SSC) is a private law firm based out of Boca Raton, Florida. They specialize in multiple fields of civil law. For both public and private sector clients, SSC deals with local and statewide lobbying. Their staff possesses legislative, executive, and regulatory expertise as well as core strengths in land use, education and healthcare. They practice commercial litigation and the state and federal level with trial and appellate representation, business litigation, construction law, labor and employment, insurance defence and medical malpractice. SSC also has a team of experienced attorneys dedicated to condo and homeowners associations and country club boards, focusing on collections, statutory and regulatory compliance. Another area of focus for the firm is Real Estate, both corporate and land use. They represent developers, lenders, and government agencies in acquisition, development, and the leasing and financing of commercial, residential, mixed-use, and public projects. They provide legal guidance through loan foreclosures and workouts of distressed commercial properties, land, and planned unit developments. For individuals, families, businesses, and corporations, SSC handles estate planning, and trust and probate administration. They create and oversee wills, trusts, prenuptial agreements, and proactive tax plans in order to preserve wealth and succession. SSC is distinguished by its high level of professionalism, earning an AV® rating from Martindale-Hubbell®, awarded to only one percent of law firms reviewed. Many of SSC's attorneys have held positions as members of law enforcement, government and public officials, auditors, real estate developers, general counsel, public accountants, and more adding expertise and insight to their legal efforts.

Scope of the Project

The goal of this project is to enhance SSC's communication and branding efforts through a combination of print and digital media. The project will focus on creating professional, informative materials that align with SSC's mission and highlight their strengths. These materials will target potential and existing clients, business partners, and industry stakeholders. SSC operates in a competitive legal landscape of South Florida with numerous law firms offering similar services. However, SSC's strengths include a multidisciplinary legal team with extensive government and regulatory experience, high Martindale-Hubbell® ratings, emphasizing their professional credibility and a strong track record in real estate and corporate law, distinguishing them from competitors. Additionally, multimedia promotion is necessary for SSC to surpass competitors as South Florida is known for its multitude of condo, country club, and homeowners associations. SSC's excellence in handling their matters needs to be promoted so that they will be the go to firm for these legal matters. To leverage competitive weaknesses, SSC's communication materials will highlight client success stories and case studies, attorney expertise and unique backgrounds, and thought leadership through legal publications and blog content.

AUDIENCE

Audience Analysis

SSC's typical audience includes individuals and organizations seeking legal representation and consultation. The primary audience consists of professionals, business executives, homeowners association members, real estate developers, corporate clients, and individuals requiring legal assistance. The age range is generally 35-65, with higher education levels, including business owners, investors, lenders, and corporate decision-makers. Gender distribution is balanced, though specific services like estate planning may appeal more to older demographics. The materials will be presented both in-person (at meetings, events, and consultations) and online. The website will be accessible via desktop and mobile devices, ensuring ease of use. The audience will primarily access the materials through SSC's website, social media, email newsletters, and in-person distribution at legal seminars, industry events, and networking functions. The communication style will be professional and authoritative, using clear, concise legal terminology while remaining accessible to non-experts. Industry-specific jargon will be explained where necessary. Given the seriousness and relative urgency of legal matters, humor will be used sparingly and only in appropriate contexts, such as social media engagement or lighthearted introductions in brochures. The audience expects professionalism, clarity, and direct communication. They value expertise, trustworthiness, and attention to detail in legal services. Homeowners Associations and Country Clubs seek regulatory compliance guidance, collections assistance, and governance advice. Real estate developers and lenders are focused on transactional support, land use, and property development laws. Medical professionals and businesses require legal assistance with insurance defense, labor laws, and malpractice claims. Government agencies and corporations are engaged in lobbying efforts, legislative compliance, and regulatory matters.

Justification of Media in regards to Audience

To ensure consistency and appeal to SSC's professional audience, the following design choices will be applied. A formal and sophisticated palette featuring deep blues, grays, and gold accents to convey professionalism and trust. A mix of serif fonts for traditional, authoritative appeal and sans-serif fonts for modern readability. Clean, minimalist icons representing different legal services to enhance visual navigation, as well as Sach Sax Caplan's logo. There will be balanced whitespace with structured content blocks to ensure readability and a refined aesthetic. Consistency across all media will be maintained through repeated use of colors, typography, and structured layouts, reinforcing SSC's brand identity.

DESIGN

Images:

<i>Image Name</i>	<i>Collected From</i>	<i>Image Content</i>
SSC LOGO	ssclawfirm.com	
SSC building	bcgsearch.com	

Typefaces:

Typeface Name	Font Characteristics	Used For	Example
Baskerville	36pt, Bold	Title	Sachs
Baskerville	22pt, SemiBold	Subtitle	Law
Baskerville	16pt, Bold	Heading	Appeals
Baskerville old face	16pt	Subheading	Palm Beach
Baskerville old face	14pt	Body text	The Florida Bar
Baskerville old face	12pt	Subtext	Boca Raton, FL

PRINT PROJECT

The print project will be a large-format professional poster designed for conference displays, networking events, and office/community placement to provide a quick, visually engaging overview of SSC's key practice areas and expertise. It will also be sizable to fit social media forums for sponsored advertisements on their respective feeds. The poster will emphasize SSC's strengths through a clean, structured layout with key information at a glance. It will feature a headline and branding, SSC's logo, tagline, and AV® rating from Martindale-Hubbell®. It will highlight the firm's core practice areas through a visually appealing infographic summarizing SSC's main legal services, such as real estate law, corporate litigation, and estate planning. There will be a clear call-to-action, including SSC's website, address and phone number.

WEBSITE PROJECT

The website will complement the print project by providing a digital extension of the firm's branding and communication efforts. While the poster offers an overview of SSC's services and credibility, the website allows users to explore detailed legal insights, attorney profiles, and contact options. The website will serve as an interactive and ever-evolving resource for clients and prospective partners. Visitors can access in-depth information about SSC's legal services, attorney expertise, and case studies. The website allows users to navigate different pages, submit inquiries, and download legal resources. SSC can regularly update the website with legal news, blog articles, and event announcements. A contact form, consultation request portal, and location map make it easy for clients to reach out directly. A contact form, consultation request portal, and location map make it easy for clients to reach out directly. Clients will also be able to make payments via the website. The website will incorporate a mix of text, images, and interactive elements to create a professional and engaging experience. In regards to text, it will be clear, authoritative language that will establish trust and provide legal insights. The images displayed will be professional attorney headshots, office imagery, and legal-themed icons will humanize the brand and break up large text sections. Some pages will feature infographics summarizing complex legal topics visually, making them easier to understand. There will be multiple call to action elements, buttons and links guiding users toward contact forms, service pages, and downloadable resources.