

### Introduction

In its bid to attract top calibre law students, leading City firm Berwin Leighton (now Berwin Leighton Painsner) needed to boost its reputation and image within the legal profession.

### Objective

- Develop a campaign to boost the reputation and image of Berwin Leighton within the legal profession

### Strategy

Mistral recommended the creation of an undergraduate business game: 'Berwin Leighton's Boardroom Blitz'.

Using this challenge as the hook, Mistral was able to position the company as innovative, entrepreneurial, dynamic and successful, values that were reinforced by strong visual branding across all the Boardroom Blitz materials.

To add kudos to the challenge, Mistral negotiated valuable media sponsorship with The Lawyer to ensure highly effective targeting and quality coverage for Berwin Leighton at all stages of the challenge.

### Results

Over 50 teams entered the Boardroom Blitz challenge – more than the 30 were required to make the game viable – and the game itself won Best Recruitment Initiative in The Lawyer/HIFAL Awards for the legal profession.

