

## Campaign : Valiente & Mott - Personal Injury Attorneys

**Keywords:** People Family, Comfort, Perseverance, Trust, Service, Help, Support, Empathy, Connection, Dedication, Story, Understanding, Attention, Detail, Hard Work, Care, Communication, Delivery, Compassion, Fight, Bravery, Valiant, Customer Service, No Gimmicks

### Concepts:

- 1. Family/Friend** - Your Personal Injury Legal Team (Family, Friends, Service, Help, Connection, Story, Understanding, Care, Communication, Compassion, etc.)
- 2. Born to Win** - Sports Theme - (Fight, Hard Work, Team, Support, Help, Trust, Perseverance, Dedication, Hard Work)
- 3. Valiant** - Heroic / Knight / Bravery - (Valiant, Valiente, Win, Fight, Lead, Dedication, Story, Bravery, Service)

**1. Family/Friend - Introductory Campaign** - Campaign and ads focused on building relationships and trust. Valiente & Mott are not the biggest firm in Las Vegas nor are they the flashiest. They don't have cheap gimmicks, or impossible promises. They represent the average person. They are family and friend focused. They speak the language of the customer and are always available to help answer questions, give guidance and support, and want to earn the clients trust so that they become the first to call when something goes wrong, or they get hurt. Imagery should focus on family, friends, local events, community, etc. This campaign would be focused on introducing the team on a personal level and selling the character of the firm and team.

**2. Born to Win - Results driven campaign** - Campaign focused on testimonials and winning results. Campaign should motivate client to take matters into their own hands, stand up for themselves, know that Valiente & Mott is here to fight alongside them and help them win their case. Imagery could be sports driven as Las Vegas is quickly turning into a sports destination. UFC and Boxing, Aces Basketball, Aviators and soon to be relocated Oakland A's Baseball, Lights Soccer, Raiders Football, Sports betting, etc. Sports imagery can be used with the current slogan (Born to Win) and other additions focused on dedication, drive, perseverance, success, and including the client as part of the winning team of Valient & Mott, or vice versa as Valiente & Mott are part of the client's personal injury team! Campaign could utilize motivational type video elements with strong narration and hype, similar to these videos...

[The Winning Mindset - New Motivational Video 2017](https://www.youtube.com/watch?v=01KN01oChIs)  
[youtube.com](https://www.youtube.com/watch?v=01KN01oChIs)

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**3. Valiant - Hero/Knight/ Bravery Campaign.** Campaign focused on appealing to the clients need for help, and encouraging them to be brave and take the first step. Valiente means brave, but also to a non-Spanish speaker, it sounds a lot like Valiant and brings to mind the image of a knight in shining armor, a hero, a leader of the people who fights for good. Imagery could utilize the Vegas golden knights, the Tournament of Kings show at Excalibur, and even the yearly renaissance festival (Age of Chivalry) in the fall. The copy and ads would focus on making the client feel like Valiente & Mott will fight for them. We are here to help when we are needed and will lead the charge and carry the torch toward victory! Could do a "Bravery Defined" motivational type video encouraging clients to be brave and take action by choosing to stand up for their selves and choose Valiente & Mott to help them fight for their right to compensation.

### Slogan / Tag line / Copy Ideas:

Born to Win  
Always in Your Corner  
The Right Guys on Your Side to Fight the Good Fight  
Bet on the team that wins

Tag us in and let's get the win  
The A Team of Personal Injury Law  
Your Personal Injury Team  
The Right People - The Right Results  
Who do you call first?  
Your first call  
If you get hurt, call us first  
Make friends with winning benefits  
Your peace of mind is our top priority  
Friends in law places  
Your Personal Injury Team Family  
Leading the charge  
Rest easy and let us lead you to victory