



# Streamlining Advertising for Effective Case Generation

LEGAL EDITION

**PREMION**

**TEGNA** Be in good  
company.

# Our goal is to help **YOU**

## Marina & Matt :

With over 30 years of combined advertising experience, we're here to help your Law Firm grow!

## Our Company, TEGNA:

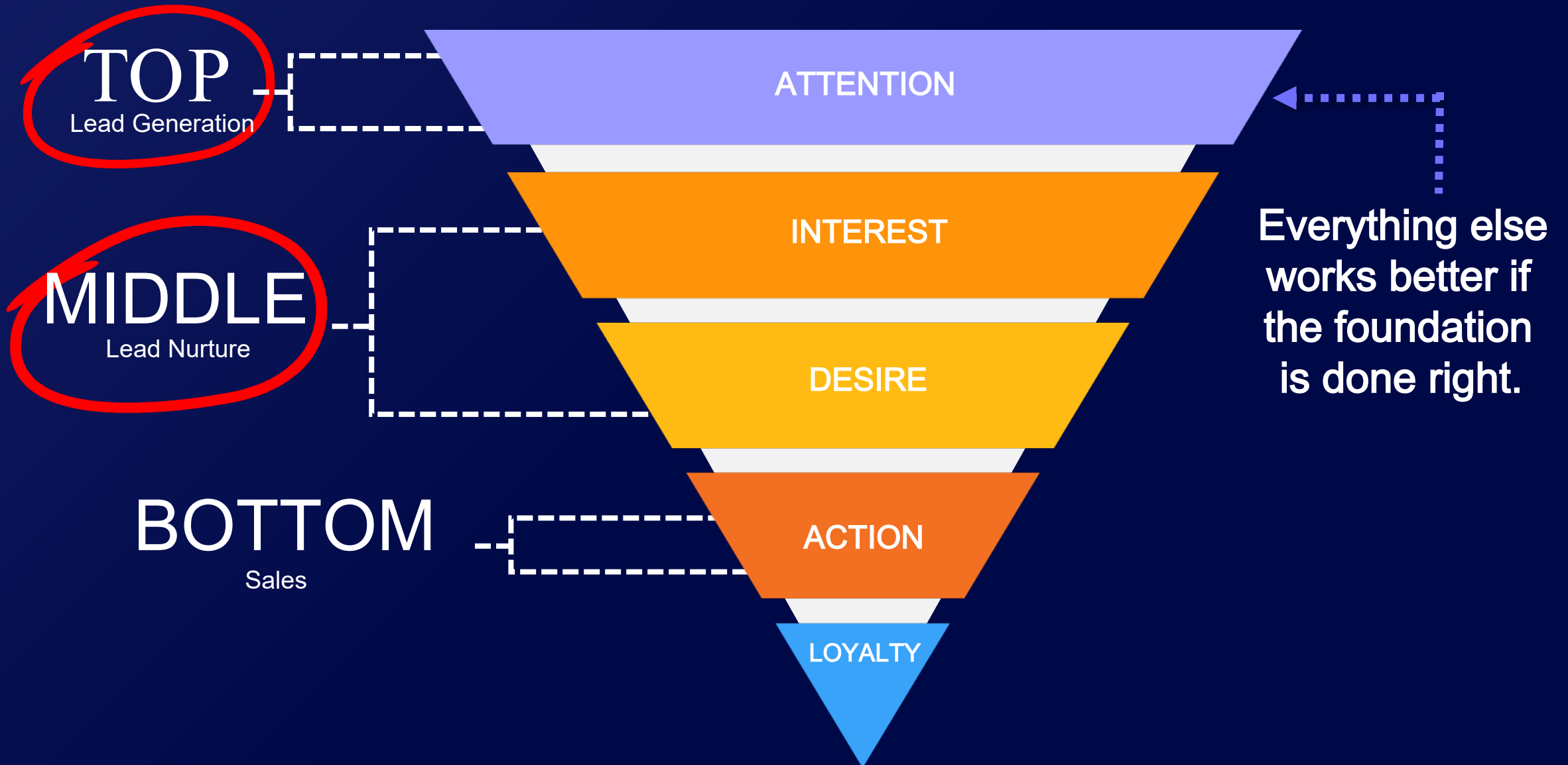
- **64 stations** across **51 markets**
- Committed to your success

## Quick Snapshot:

- **OVER 1,200** campaigns ran
- **OVER 800 M** impressions delivered

# The 'Funnel'

PREMIUM TEGNA



# Need Based vs Want Based

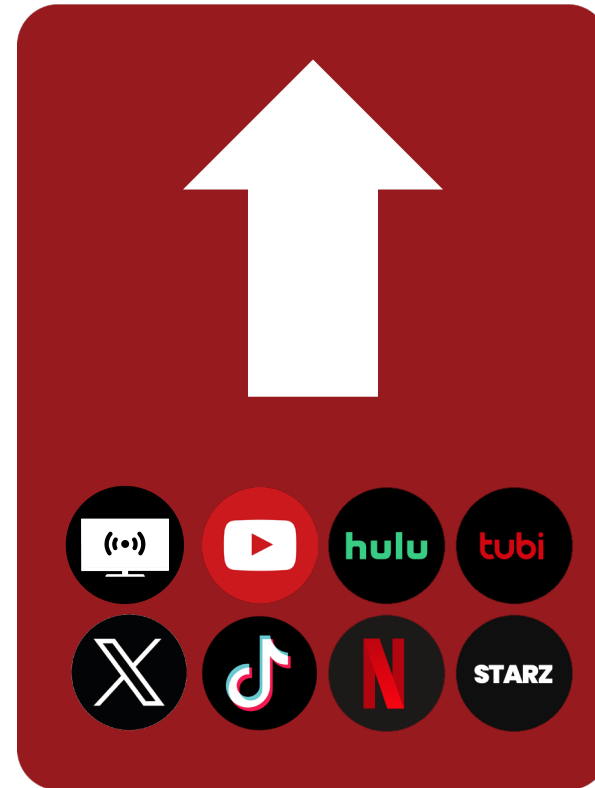


Do You Just Want The Click Or You Want To Get the case?

Attention Down



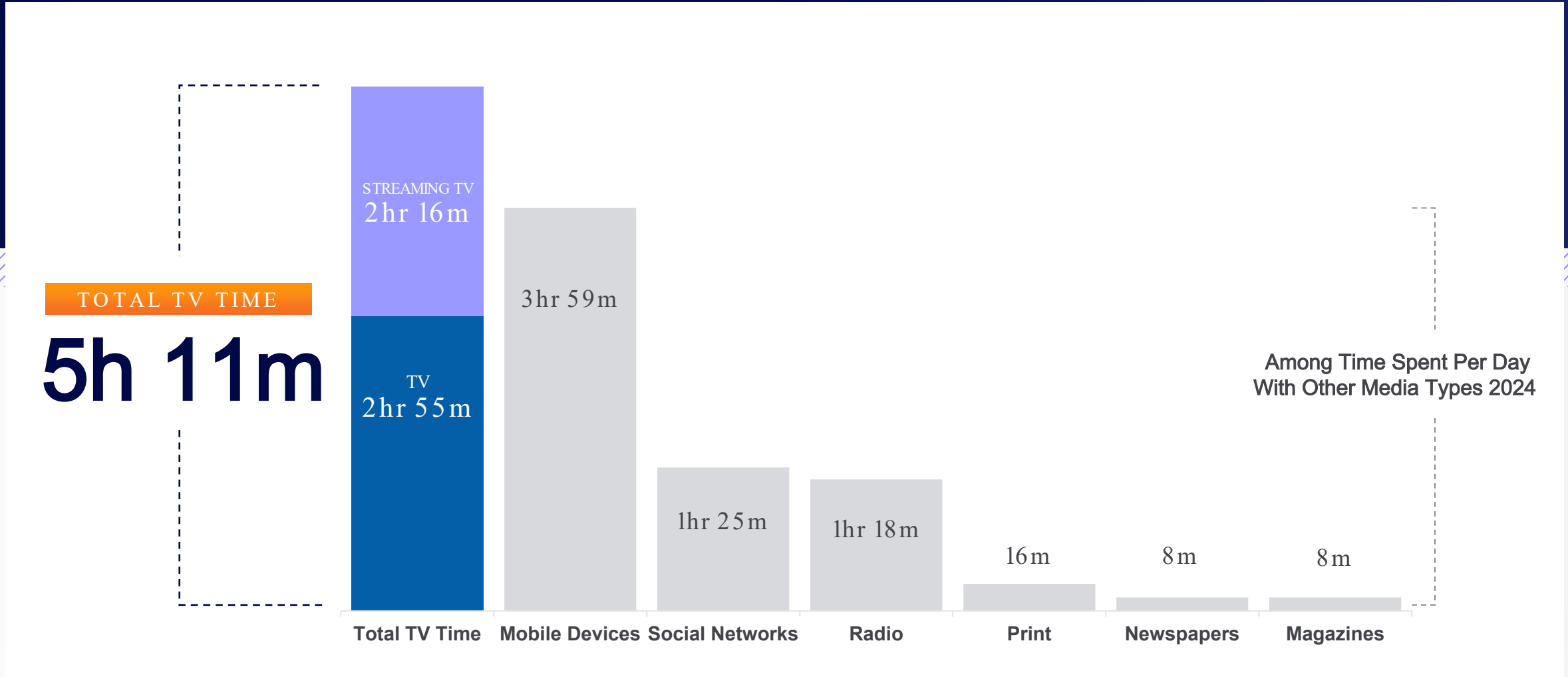
Media Options Up



How Do You Navigate This Difficult Marketing Landscape?

# ATTENTION ECONOMY

## Fragmentation of Media Consumption



Sources: eMarketer, Average Time Spent Per Day With TV vs. Connected TV (CTV) by US Adults, 2021-2025, February 2024. Note: ages 18+; includes connected TV devices such as Apple TV, Xfinity Flex, connected Blu-ray devices, connected game consoles, Google Chromecast, Roku, and smart TVs; eMarketer, Average Time Spent Per Day with Mobile Device by Adults, 2021-2025, February 2024. Note: ages 18+; includes all time spent with internet activities on mobile devices (smartphones, feature phones, and tablets); eMarketer, Average Time Spent with Social Networks by US Adults, 2021-2025, February 2024. Note: ages 18+; includes all time spent on social network platforms; includes usage via any device. Copyright ©2024 Insider Intelligence Inc. All Rights Reserved.

# TELEVISION IS KING



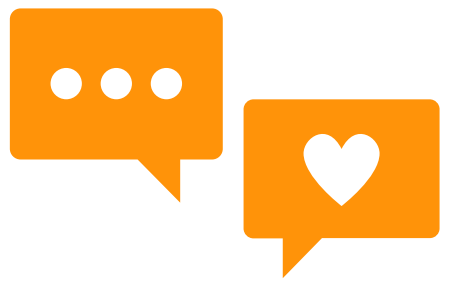
TRUSTED



BRAND  
SAFE



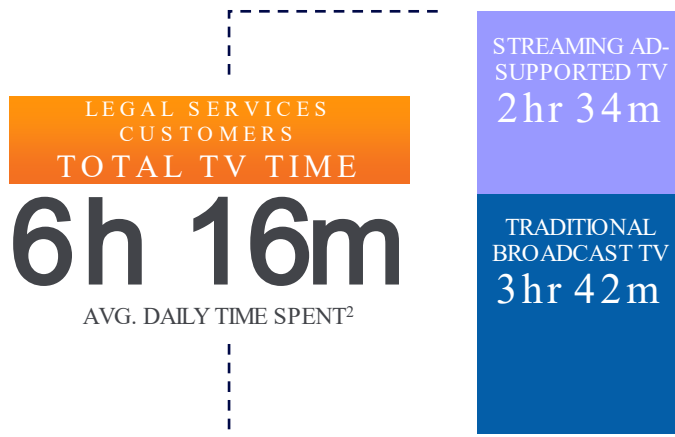
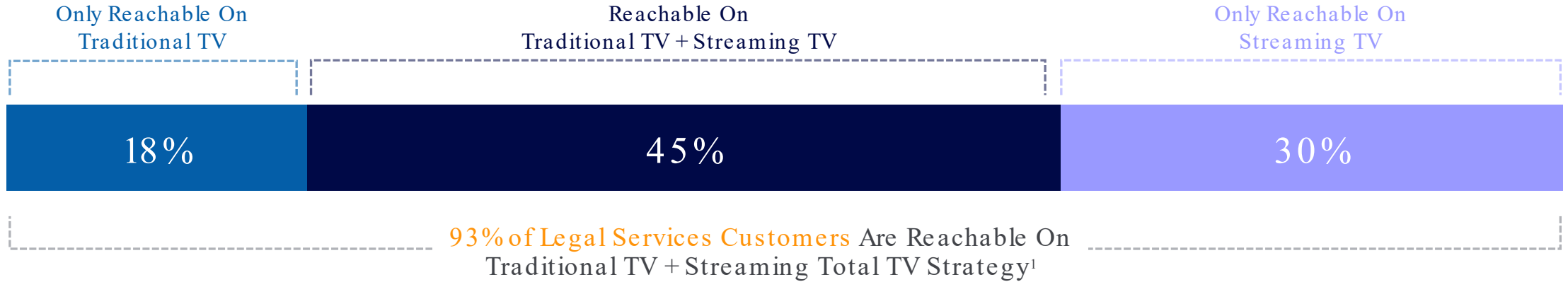
PREMIUM  
CONTENT



ENGAGING

LEGAL SERVICES /// INSIGHTS & OUTLOOK

# MEDIA INFLUENCE



**+9%**

Legal Services customers are **9% more likely\*** to think of streaming as an addition to watching traditional TV. Overall, **2 in 5** of these customers think of **streaming as an addition to watching traditional TV**, not as a replacement.<sup>1</sup>

Source: 1) MRSimmons March 2024 Cord Evolution Study- Target Used Lawyer/Paralegal Past 12 Months; 2) GfK TVB Media Comparisons 2024 - Legal

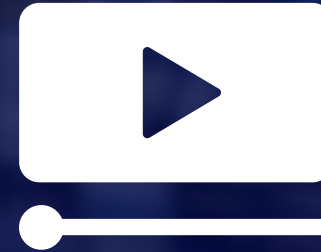


# When to use **BROADCAST** & When to use **STREAMING**



## **BROADCAST**

Broad audience with  
efficient cost



## **STREAMING**

Target a precise  
audience

They work **BEST** hand-in-hand

LEGAL SERVICES /// INSIGHTS & OUTLOOK

# MEDIA INFLUENCE

+7%

Legal Services customers are **7% more likely** than the average adult to **believe TV ads provide useful information** about products/services<sup>1</sup>

3 in 5

Legal Services customers prefer **streaming free video content with ads/commercials** instead of paying for a subscription

1 in 2

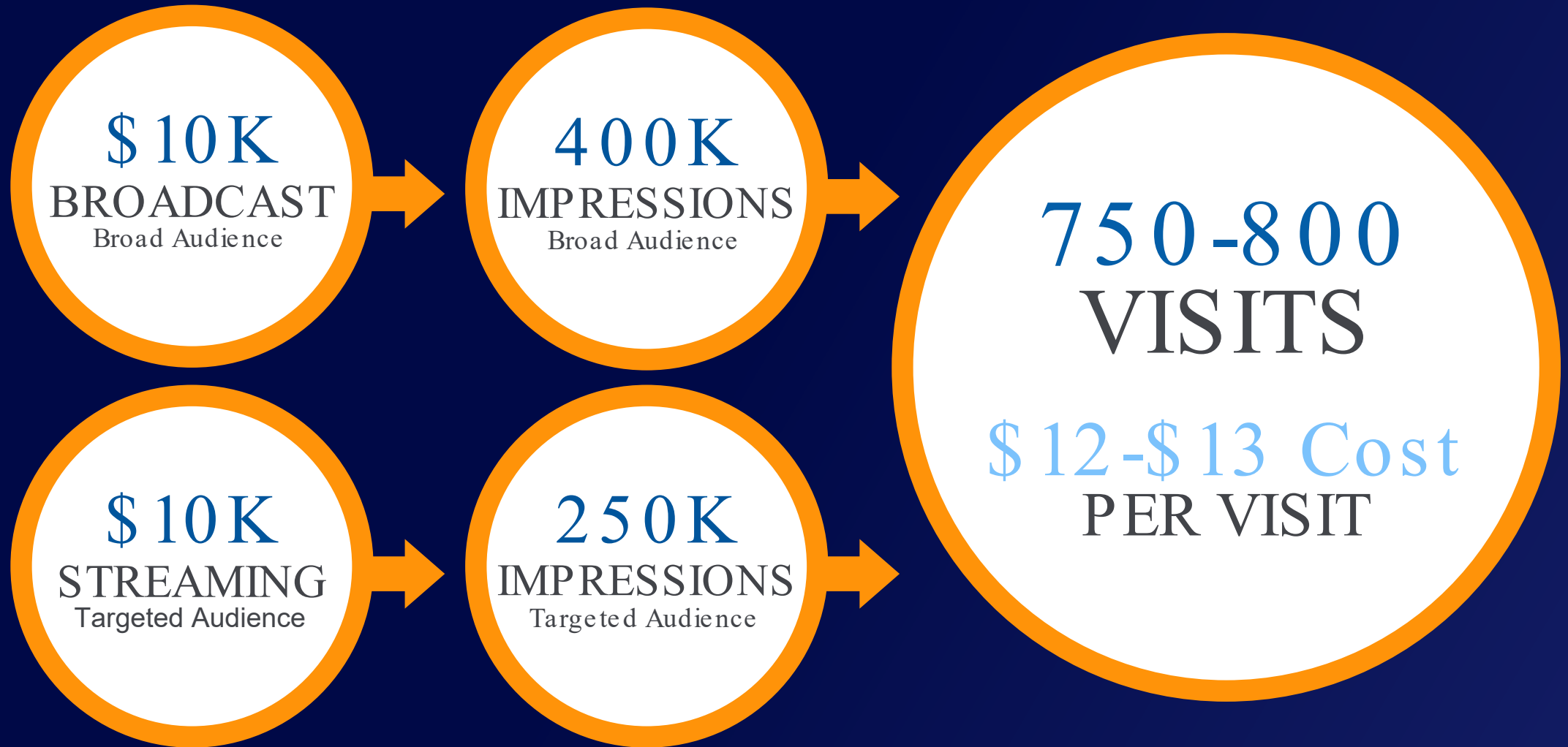
Legal Services customers **personally define TV as anything they can watch on their TV set** whether it's streaming, cable, satellite, or antenna<sup>1</sup>

**Television is the #1 most influential medium** across all phases of the purchase funnel<sup>2</sup>



An impressive **68% of legal services customers indicate that TV ads influenced** their online searches<sup>3</sup>.

# Power of Hand-in-Hand



Reach **AND** High Conversion Rates

# Personal Injury Law Firm

## CLIENT CHALLENGE:

People injured in an accident often don't know where to seek legal help in their time of need. A prominent law firm wanted to expand its awareness as a trusted legal resource and grow their clientele. They challenged PREMION to reach new audiences through a streaming TV campaign largely not exposed by their broadcast TV efforts while driving qualified prospects to the website looking for legal representation.

2.95M IMPS

1 DMA

6 MONTHS

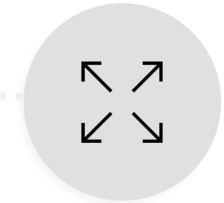
## PREMION STRATEGY:



PRECISION LEGAL INTENDER TARGETING



WEBSITE ATTRIBUTION



REACH EXTENSION

## PREMION CAMPAIGN RESULTS:

WEBSITE ATTRIBUTION (within 7 days of PREMION exposure)

1,991

Exposed Website Visits

100%

Website traffic growth in < 90 days of campaign start

301

Contact Us Page Visits/  
Form Fills

\$38.35

Cost Per Website Visit  
(includes OTT retargeting efforts)

REACH EXTENSION

Premion drove incremental campaign reach

85%

of OTT/CTV HHs reached by this campaign never saw a local TV spot

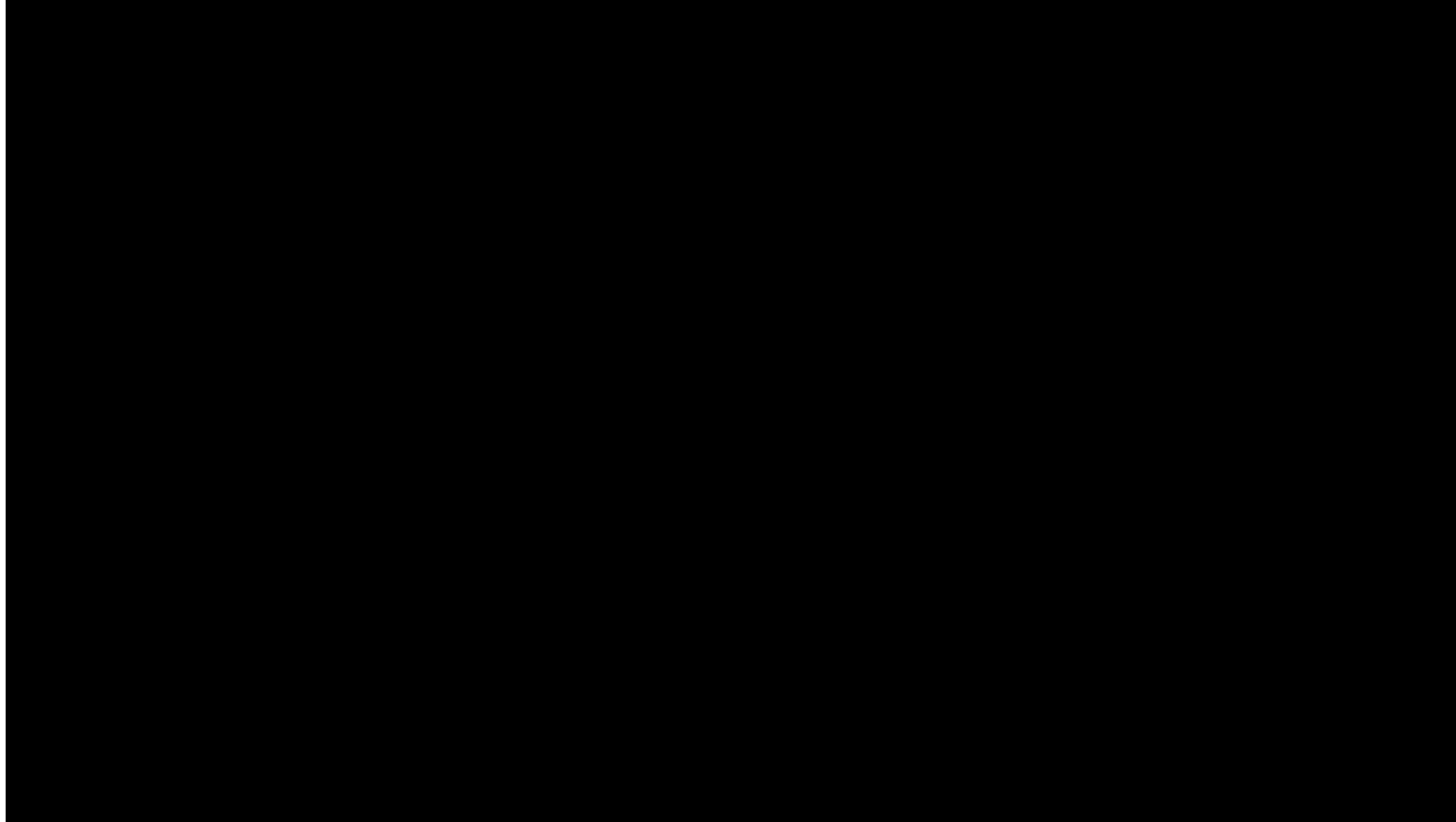


# How to stand out from the big guys?

*It's all about the creative!*

PREMIUM  TEGNA

## STANDING OUT BY EDUCATING



CLAXTON LAW

# How to stand out from the big guys?

*It's all about the creative!*

PREMIUM  TEGNA

## STANDING OUT BY SERVICE



ATTORNEY MICHAEL SANTOS

# How to stand out from the big guys?

*It's all about the creative!*

PREMION TEGNA

## STANDING OUT BY EDUCATING



MIKE LEWIS ATTORNEY

# BRANDING

- Brand Recognition
- Customer Loyalty
- Market Differentiation
- Emotional Connection

# CASE GEN

- Compelling Offer
- Incentivized
- Quick Engagement
- Data Collection

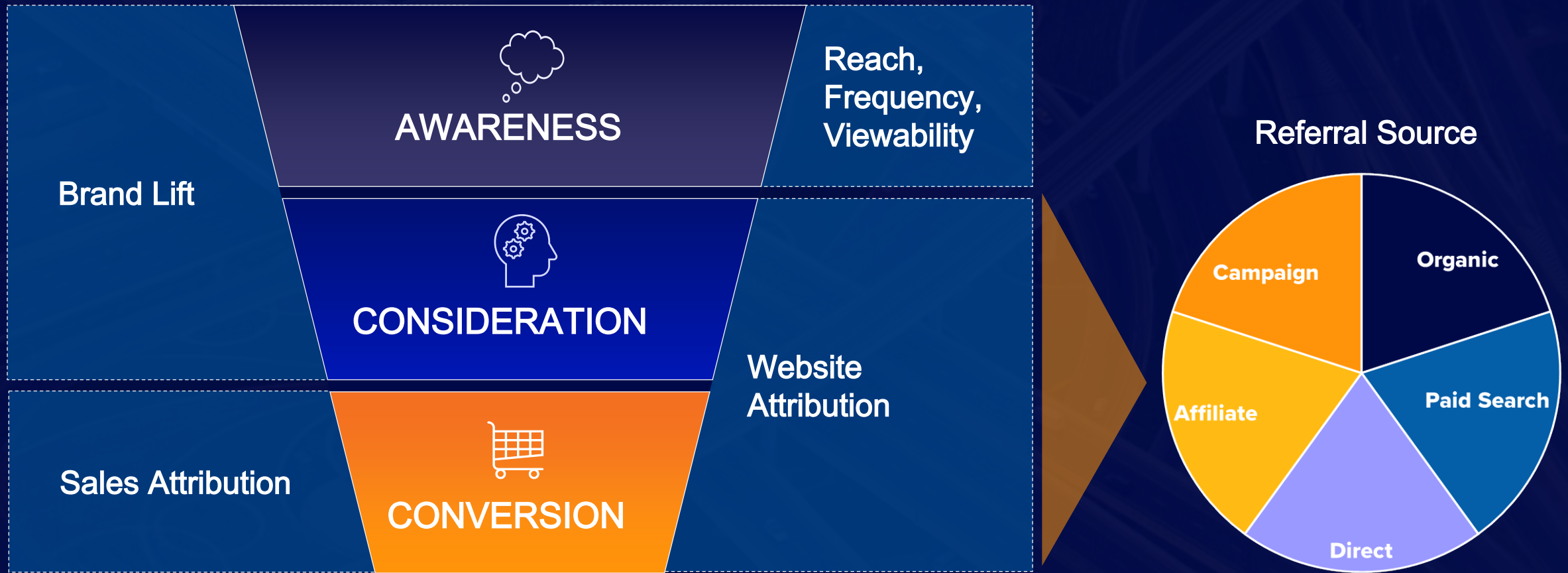


# IT'S ALL **CONNECTED!**



**Your TV Talks to Your Devices & Vice Versa**  
**Unlocking **TV Attribution Possibilities****

# Mapping Customer Journey with Attribution



Now Possible for **Broadcast** and **Streaming**

The **PERFECT** TV Campaign is ...  
**NOT PERFECT!**



**BLOCKBUSTER**



**NETFLIX**

Get Your Message Out to Your  
Audience and Start Rapid Testing

# Q&A

Connect with  
Marina



Connect with  
Matt

