Lightfoot

NEWS & INSIGHTS

LIGHTFOOT RECOGNIZED AS A BEST-BRANDED LAW FIRM IN BTI BRAND ELITE 2019

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Lightfoot, Franklin & White LLC was ranked as a best-branded law firm in the **BTI Brand Elite 2019 report** by BTI Consulting Group. The rankings are based upon 694 in-depth interviews with general counsel and legal decision-makers at the world's largest organizations.

In the one-on-one interviews, BTI asked clients about which law firms they associate with the nine distinct characteristics driving the selection, consideration and hire of new law firms — such as client experience, premium worthiness and innovation.

"We are pleased to be recognized by BTI as one of the firms with the strongest brand recognition in the country," said Lightfoot managing partner **Melody Eagan**. "This recognition reinforces that Lightfoot is known for prioritizing client experience and innovative legal solutions. We strive to build upon that reputation every day, and this recognition indicates that our clients are recognizing those efforts."

BTI launched the first, large-scale brand valuation study of law firms in 2008 to demonstrate the significant link between a law firm's brand and business results. BTI is a consulting firm that provides client feedback research to professional services firms and performs extensive market research on law firms.