

HODGSON RUSS WEBSITE WINS 2014 MARCOM PLATINUM AWARD

Press Release

November 24, 2014

Hodgson Russ announced today that its newly redesigned website has received the 2014 MarCom Platinum Award in the professional services category, the competition's top honor. MarCom Awards is an international creative competition administered and judged by the Association of Marketing and Communication Professionals.

Hodgson Russ launched its new website in August 2014. The design was informed by the idea that business-to-business law firm websites need to move beyond traditional layouts and functionality to showcase the interfaces and content delivery systems that appeal to today's business executives and general counsel, who have developed a preference for social media and increasingly access the Internet on mobile devices. The resulting Hodgson Russ website is a robust, state-of-the-art information channel that demonstrates the firm's thought leadership in various industries and areas of law.

This year, there were more than 6,500 MarCom Award entries from throughout the United States, Canada, and 15 other countries. Winners were selected in 200 categories and six forms of media and communication efforts—marketing, publications, marketing/promotion, public service/pro bono, creativity, and electronic/interactive. Entries came from Fortune 500 and 1000 companies like Harley-Davidson, FedEx, Invesco, AstraZeneca, OppenheimerFunds, and Samsung; advertising agencies; public relations firms; design shops; production companies; and freelancers.

