

HODGSON RUSS WEBSITE WINS EMERGING MEDIA AWARD

Press Release

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Summit International Awards recognizes firm for its innovation in marketing communications

Hodgson Russ LLP announced today that its new website, hodgsonruss.com, received a 2014 Summit Emerging Media Innovator Award in the business-to-business service website category from Summit International Awards (SIA). The award recognizes and celebrates “creativity, innovation, and those pushing the bounds of creative excellence in all forms of emerging media.”

This is the second international-level award Hodgson Russ’s new website has won since its launch in August 2014. The website’s 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 series of information channels that demonstrates the firm’s thought leadership in various industries and areas of law.

This year, there were more than 1,200 entries from all over the world in the Summit Emerging Media Award competition—only seven percent of which earned recognition. SIA judges based their evaluations of the entries on a number of factors, including visual design, user experience, interactivity, functionality, marketing message integration, audience appeal, uniqueness, and strategy.

