

## AIM

Deacon Search is a London-based legal recruitment boutique that specialises in moving top-flight partners. They needed a presence in the legal press but didn't want to come across as stuffy. It was important for them to show that they understood their target audience well.

## SOLUTION

We created a campaign of full-page ads that sat next to the leader page in Legal Business. Designed to look like part of the magazine, they led with wry comments from Fran, a popular legal cartoonist known for his witty insights into the minds of top lawyers and legal recruitment consultants. These chimed with our target audience. We included a photo of Paul Deacon, Deacon Search's owner, because he's widely recognised and respected. We also created a graphic house style based on the Deacon Search logo.

[www.deaconsearch.com](http://www.deaconsearch.com)

I DON'T WANT TO INTRUDE....BUT  
WOULD YOU BE WILLING TO CONSIDER A MOVE?

- ▶ Deacon Search focuses exclusively on moving top-flight partners/teams into new roles.
- ▶ We know the London legal market inside out and have been behind many key moves over the last ten years.
- ▶ Our integrity means we only want you to make the move that's right for you.
- ▶ Our quarterly market report has become required reading amongst law firm decision-makers.

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**“We're more subtle about partner moves”**

**DEACON SEARCH**  
YOUR SEARCH ENDS HERE

Call Paul Deacon now on 020 7681 6146 or 07974 230058 out of hours  
Email [paul.deacon@deaconsearch.com](mailto:paul.deacon@deaconsearch.com)

**TV/AV Partner**  
Head of Practice • Dynamic City Firm

Our client has a unique culture, with media at the heart of its business. As part of a defined strategy to develop London's premier converged media practice, they are looking for an ambitious TV/AV partner to lead this part of the team and further the firm's already excellent reputation in media and entertainment.

Significant recent investment by their clients in digital media and new business models means that the firm is increasingly in demand to service the AV needs of a blue chip client base that includes some of the world's premier names in mobile, media & entertainment, brands, publishing, sports, advertising, retail and technology. These clients are constantly exploring new and innovative ways of distributing and marketing their products. Consequently, they are embarking on ambitious content production, acquisition and distribution enterprises.

To be considered you will need to have experience of AV content, production and distribution. In addition to traditional broadcasting expertise, experience of digital media and delivery platforms with a particular focus on online, on-demand and mobile technologies is required. Complementary expertise in other areas such as computer games, sports, publishing, telecoms or regulatory issues would be a bonus.

This is a superb opportunity to enhance your reputation with an impressive, well-established media practice, with the support of enthusiastic partners committed to the long-term growth and success of this team.

To find out more, please contact Charlotte Barnes in complete confidence on 020 7726 7095 (direct dial), 07974 230058 (after hours) or e-mail [charlotte.barnes@deaconsearch.com](mailto:charlotte.barnes@deaconsearch.com)

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## Case Study: Deacon Search