



Previous portrait style



New environmental portrait



**Company:** Jackson Walker, L.L.P.  
**Attorneys:** 340  
**Website:** [www.jw.com](http://www.jw.com)

**Challenge:** To create contemporary environmental portraits and traditional head and shoulders portraits of 340 lawyers with a consistent look and style over a 4-week period in 5 cities throughout Texas.

**Solution:** Gittings worked with Jackson Walker to create a new collection of distinctive yet consistent portraits for their website and other media purposes.

**Benefits:**

- Non-attorney staff was photographed at no cost to the law firm
- Appointments and retakes were accomplished through convenient online scheduling
- Firm website has dynamic and cohesive new look



## PICTURE THIS: Simplifying the logistics of creating firm-wide attorney website portraits

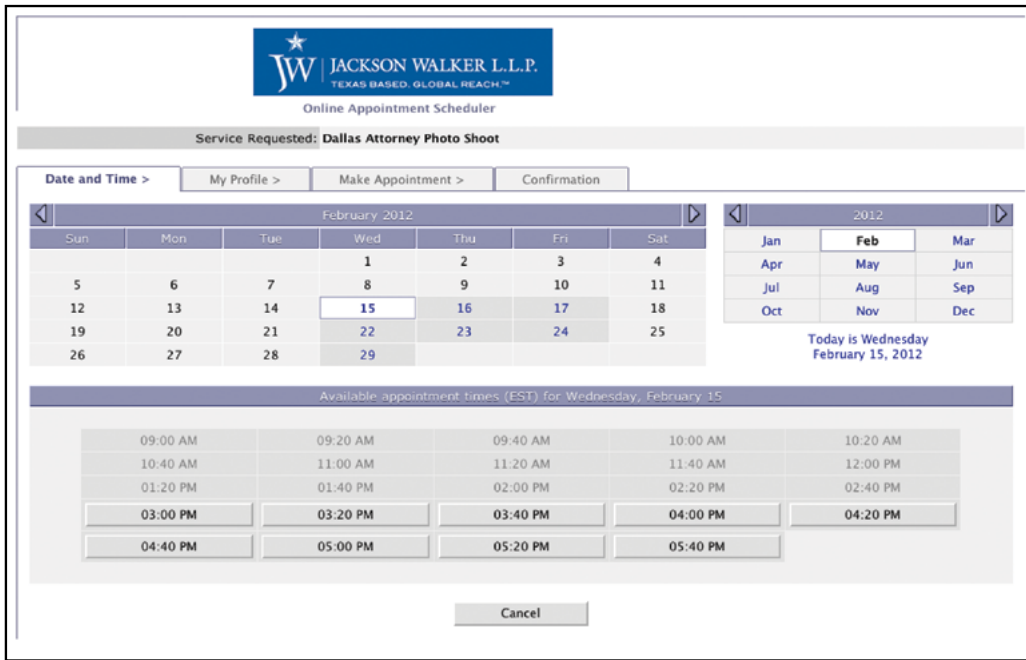
Founded in 1887, Jackson Walker (JW) is a Texas-based law firm with a national presence and global reach. With more than 300 attorneys and offices in Dallas, Fort Worth, Houston, Austin, San Antonio and San Angelo, it's one of the largest firms in the state.

In late 2010, JW's Interactive Communications Manager, Ellen Henderson, was asked to create a more visually energetic website and optimize it in ways that would promote the firm. The new website was originally to include the existing attorney portraits, taken in 2007 by several different photographers using various backgrounds. As Ellen progressed through the projected design, however, it became clear that the firm would need a fresh approach

to their attorney portraits to match their new, more sophisticated website.

The two biggest challenges Ellen faced were her limited time in managing a project of this scope and identifying a photographer or firm who could create consistent portraits across multiple offices.

Jackson Walker's priorities were threefold: quality, logistics, and pricing. Having previously worked with Gittings in Houston, they knew they could expect excellent work. They also knew this was a unique photo process. Although they realized that it would be expensive regardless of the studio they chose, they were concerned about price and wanted



Screen view of Gittings' online scheduling interface for Jackson Walker.

to be cost-efficient. Initially JW looked at individual photographers they had previously worked with in their regional offices, realizing that she would have to manage all the logistics of scheduling. While their rates were lower, she knew that it would cost the firm more in the long run.

### The Solution

Working with Ellen, Gittings was able to leverage technology and experience to help execute this project.

An on-line scheduling system enabled the attorneys and assistants to view the available dates for their city and schedule a day and time that was most convenient for them. This gave them control over their schedule and eliminated the need for Ellen to manage the process. It also eliminated the need for JW to interface with multiple photographers and delivery methods.

In January of 2011, Gittings reviewed the firm's website and the messages they were conveying, both directly and indirectly. Working with Ellen, Gittings then created an efficient plan to photograph the attorneys in each of their regional offices. Multiple days of photography spanning six weeks were scheduled for each office. This gave the attorneys many options to be photographed in order to accommodate their busy schedules.

Whether a firm practices from a single location or from multiple offices, attorneys should appear as a cohesive group — united in purpose and committed to the team. Gittings collaborated with Jackson Walker to develop

**"Gittings brought the resources and technology to the project that made this effort possible. Their experience in handling large-scale projects was critical in our decision to select them."**

— Ellen Henderson  
Communications Manager  
Jackson Walker

portrait standards for the project in lighting, color and density, and background style, and the three photographers involved visited each office in each city to select the optimum locations for portraits that would best meet their needs.

After completing the photography, Gittings delivered the retouched images to Jackson Walker's exact specifications, in high resolution, with the firm's naming convention and sized for the web. Gittings also provided images pre-sized for LinkedIn.

Customized services minimized the complications the client would have had if they had worked with multiple photographers. Gittings offered JW a number of valuable benefits and savings, waiving the usual onsite location fee and providing dozens of complimentary non-attorney staff portraits.

### The Results

Diversity, consistency, and collaboration are reflected in Jackson Walker's updated online visual profile. Gittings achieved a polished, integrated look and presents Jackson Walker's five offices as a unified team. "Our website does a lot of marketing for us," Ellen says. "Prospects who have heard about us elsewhere are coming online to learn more. Gittings' photos look so professional that they really help support our brand."

Promote your firm effectively and conveniently with attorney portraits by Gittings, America's leading portrait photographer. For more information call 877.668.6369 or visit our website at Gittings.com