



FirstAssist Appoints McGrory Communications

London 16th April 2008..... FirstAssist Legal Protection, one of the UK's leading legal expenses insurers, has appointed PR experts McGrory Communications as part of its first ever integrated marketing campaign. McGrory Communications won the business after a competitive pitch and begin work immediately.

The business to business, multi-media campaign, spearheads a major sales drive for FirstAssist over the next two years. The major public relations drive will see McGrory Communications managing proactive and reactive news campaigns, in line with an innovative marketing campaign to differentiate FirstAssist from its competitors. The campaign, "You wouldn't...would you?" will also encompass specialist press advertising, digital advertising, direct mail and sponsorship activity.

McGrory Communications' managing director, Geraldine McGrory, will head the account. Geraldine commented: "Traditionally the legal insurance marketplace has taken a highly factual and predictable approach to communications. Our campaign aims to shake this up – FirstAssist is the market leader and with our campaign ideas it can really stand out. We are delighted with this win which further strengthens our business to business proposition and our depth of experience in the legal sector."

Commenting on the win, Graham Hollebon, Marketing Director for FirstAssist said: "We are delighted with McGrory Communications' creative approach, which is absolutely in-line with our fresh, innovative focus. The senior expertise, enthusiasm and can-do attitude have impressed us and we are looking forward to working with them."

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