



Ogier scoops major award for rebrand

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10th award in 12 months for top law firm

Ogier won the Best Rebranding Campaign award at the Citywealth Brand Management and Reputation Awards in London last night.

The firm was also awarded silver in the Best Website category.

Ogier won the Best Rebranding Campaign award for its firm-wide brand refresh in June 2015.

"We think that our brand stands out for the same reason that Ogier stands out – it cuts right through, removes unnecessary complexity and speaks plainly about who we are and what we value," said Ogier's Head of Marketing Kate Kirk.

"This is the tenth award that we have won since the rebrand, and we are currently the Offshore Law Firm of the Year according to both The Lawyer and Chambers Europe.

"That success demonstrates that the approach and values that our new brand lays out – focussing on what really matters – are putting us head and shoulders ahead of our competitors.

Ogier beat seven other shortlisted candidates for the Best Rebranding Campaign award, and was one of five nominated for Best Website.

Last night (21 June) was the inaugural Citywealth Brand Management and Reputation Award ceremony. The awards were created after extensive consultation and research, and by popular request from the wealth management industry. The winners were judged by a panel of eight industry specialists and academics, as well as an online vote.

About Ogier

Ogier is a professional services firm with the knowledge and expertise to handle the most demanding and complex transactions and provide expert, efficient and cost-effective services to all our clients. We regularly win awards for the quality of our client service, our work and our

people.

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