

decker design

fourteen west 23rd street
on floor number three
new york, new york 10010
telephone: 212.633.8588
facsimile: 212.633.8599
www.deckerdesign.com



INITIATE | INFLUENCE

To attract high-quality law students to participate in its summer associates program, we worked with New York City based law firm White & Case to create an interview-driven platform for its website. By allowing associates to communicate key information through their own experiences and stories, the company was able to project a sincere and youthful voice. We created a series of 70 video interviews that featured associates thoughtfully opining on topics ranging from professional development to the recruiting process, to diversity to pro-bono work. A series of printed materials complemented the online efforts. Our work was an integral part of an overall campaign that increased acceptance rates by 40 percent.

CLIENT
White & Case LLP.

SEGMENT
Law

SERVICES
Content Creation
Print Collateral
Web Design
Photography
Video