



AN UPLIFTING FEELING

One Melbourne law firm has used a unique marketing ploy to bring a smile to the faces of its clients.

Aboutique Melbourne law firm has taken to the skies. On 23 February this year, Burt & Davies turned conventional Australian legal marketing on its head by launching a hot air balloon with the firm logo emblazoned on its envelope.

In doing so, they will also deliver a heartfelt and touching gesture to clients of the law firm which acts solely for transport accident victims.

Firm managing partner Clara Davies said that a lot of things “come to an end” for the firm’s clients as the result of accidents.

“But they all want to keep doing things. It has been really inspiring for me to see some clients go back to snorkelling or motor racing. Those with physical limitations, and even confined to a wheelchair, can now also go for a balloon flight,” Ms Davies said.

To make this happen, Burt & Davies commissioned an Australian-first special hot air balloon basket with a door in the side, cushioned seating and specialised compartments to allow up to nine clients and their carers to experience the rare thrill of floating silently across the Melbourne CBD.

“We are not shying away from the obvious marketing aspect. The balloon is a big mobile billboard and while many law firms do advertise, in a sense, lawyers don’t think outside the box when it comes to marketing.

“But it is also a really nice way to put a smile on people’s faces who don’t want to see their lives come to an end because of an accident.”

The customised basket was still under construction at the time of writing with the inaugural flight for clients planned soon after mid-March.

Burt & Davies senior partner Peter Burt, as with Ms Davies, an LIV accredited personal injuries specialist, said while the firm regularly donated to various charities, the balloon was an opportunity to do something “more hands-on” for clients.

“We wanted to do something to lift their spirits. Whenever I see a balloon it makes me feel really good, I like the idea of our firm being associated with giving people such a feeling,” he said.

Momentum for the project began in 2010 when legendary Australian ballooning Kiff Saunders, who had recently become a Burt & Davies client after sustaining severe injuries in a motorcycle accident, suggested the firm look at advertising on a balloon.

Ms Davies said “it was something, as lawyers, we had never considered previously”.

“More importantly though, the conversation continued and we discussed how wonderful it would be to provide less able individuals with the opportunity to experience the wonder of balloon flight,” she said.

Managing director and chief pilot of Global Ballooning Mr Saunders admitted it was an “unlikely partnership”.

“A transport accident law firm and an adventure based ballooning company – it is interesting that we have come together through unusual circumstances and yet found a common objective,” he said.

“The ability to fly people with disability is something the company has been aiming to do for many years. Ballooning is such a wonderful soft adventure and with a little effort we can open up our world of lighter than air flight to people who would most appreciate the opportunity.”

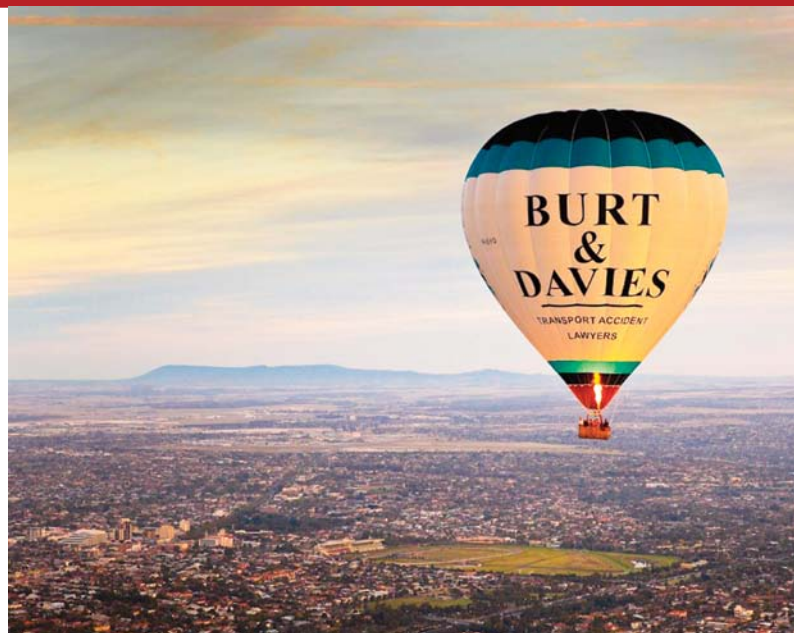
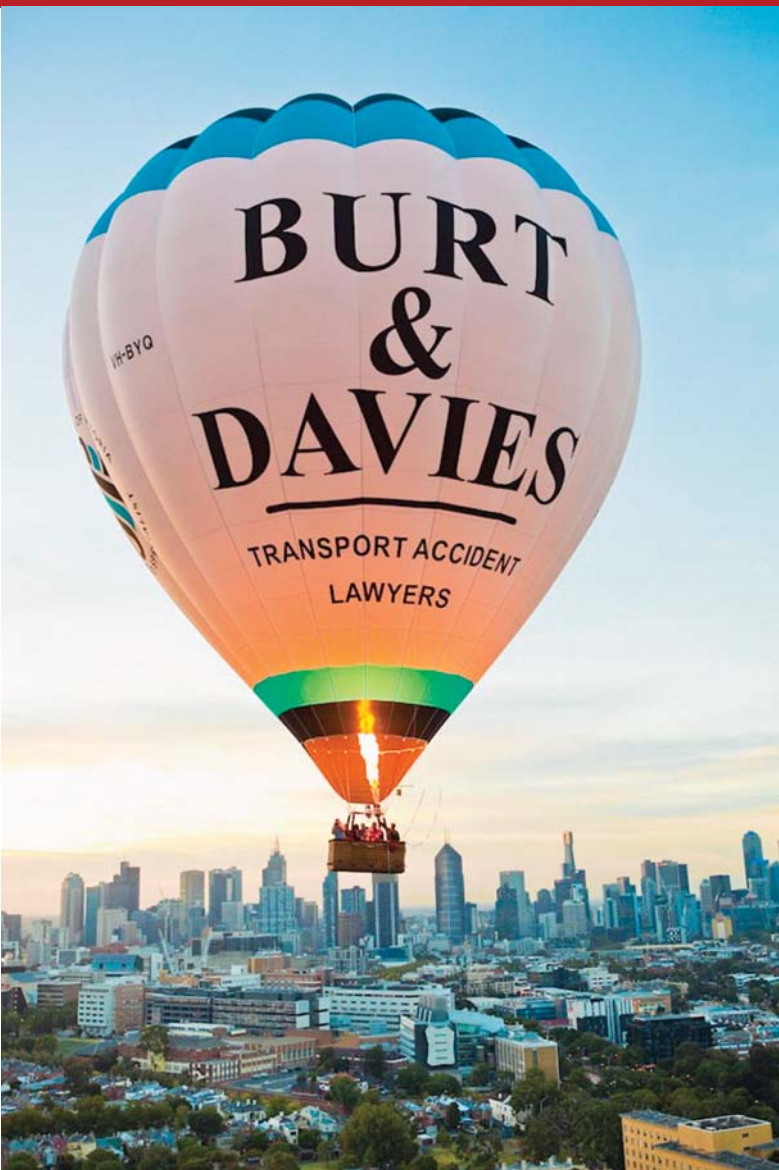
Mr Burt also ensured the LIV accredited specialist logo was included on the balloon’s sleeve.

“Our firm is the only personal injuries firm in Victoria comprised solely of accredited specialists so we were keen to promote that.

“There is an undeniable value associated with being an accredited specialist. In our marketing we seek to use it as an advantage and we believe it is one of several determining factors which should influence potential clients to decide which lawyer is best for them.”

For further information on Global Ballooning, visit www.globalballooning.com.au, and for Burt & Davies see www.burtdavies.com.au.

JASON GREGORY



HIGH FLYERS: Peter Burt (Burt & Davies), Kiff Saunders (Global Ballooning) and Clara Davies (Burt & Davies).