

# **KOREY KAY & PARTNERS**

## **JUST BREAKING**

FOR IMMEDIATE RELEASE

CONTACT: Allen Kay  
Chairman and CEO  
Korey Kay & Partners  
212-463-5922  
[koreykay.com](http://koreykay.com)

Danielle Mackey  
Marketing Director  
Jacoby & Meyers  
845-563-9522  
[jmlawyer.com](http://jmlawyer.com)

### **JACOBY & MEYERS AND KOREY KAY LAUNCH NEW BRANDING CAMPAIGN**

NEW YORK, NY – [Korey Kay & Partners](http://Korey Kay & Partners) has created a new television campaign for [Jacoby & Meyers](http://Jacoby & Meyers).

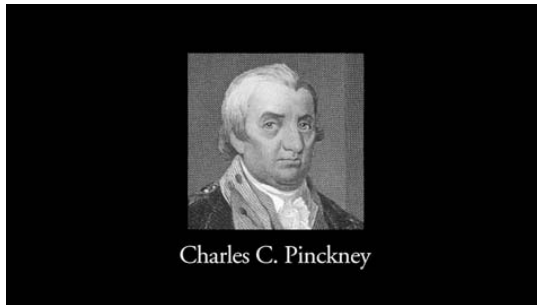
Premiering this week, the brand positioning spots focus on the core principles that the law firm was founded on: a commitment to success on their client's behalf. The television campaign will debut across a number of broadcast and cable networks.

Each commercial ends with the tagline, "Winning serious injury lawsuits since 1972," echoing what people want most from their lawyers: to win.



Scenes from "David and Goliath" spot. "Who will stand up for you?"

When asked about the new campaign, Allen Kay, Chairman and CEO of Korey Kay & Partners said, "It defines the brands in plain English, not legalese."



Presidential elections  
are like lawsuits.

Scenes from "Candidates" spot. "You're nobody unless you win."

Andrew G. Finkelstein, Managing Partner of Jacoby & Meyers was equally excited about the new campaign stating "These new commercials will show the public our commitment to their continued safety and their legal rights."

The campaign will continue to run throughout 2011 and will be incorporated in other channels of communication.

To view the new corporate campaign visit <http://bit.ly/IMm8JH>.

### About Korey Kay

Korey Kay & Partners is a New York based, creatively-driven, full-service advertising agency known for putting companies on the map and then all over it. The agency has launched such clients as Virgin Atlantic Airways, Comedy Central, Wynn Resorts and Celebrity Cruises. The agency is also known for its long-running campaigns for Stuart Weitzman, the Metropolitan Transportation Authority, Tri-Honda Auto Dealers and The Port Authority of New York & New Jersey. As well as creating the only global anti-terrorism campaign, "If you see something, say something." Recent account acquisitions and assignments include Dyson, Amtrak, Oyster.com, and Commodore USA. Phone: 212-620-4300. [Koreykay.com](http://Koreykay.com).

## About Jacoby & Meyers

Founded in 1972, the law firm of Jacoby & Meyers is committed to making lawyers and the legal system more accessible and affordable for the average person. The firm has offices and attorneys throughout the United States, with regional offices in Southern California, Arizona, Miami, and New York. Through the efforts of Jacoby & Meyers, the average person is a much more knowledgeable and better-informed consumer of legal services, with greater access to the legal system. No other law firm has the national awareness and long standing reputation for serving the legal needs of the average citizen. With the goal of excellent client service, Jacoby & Meyers instills trust and confidence among consumers. For more information please contact the firm at (800) 264-8590 or online at [jmlawyer.com](http://jmlawyer.com).

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