



## Press Release

FOR IMMEDIATE RELEASE

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### **Nighthawk Marketing selected to develop brand strategy for the law firm of Jacobson, Buffalo, Magnuson, Anderson & Hogen, P.C.**

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**St. Paul, MN, April 12, 2007** – Nighthawk Marketing has been hired by the law firm of Jacobson, Buffalo, Magnuson, Anderson & Hogen, P.C., to develop the firm’s brand strategy.

“A firm’s marketing materials should clearly and consistently communicate its philosophy and experience, demonstrating to clients the firm’s commitment to its legal services,” says Jim Douglas, president of Nighthawk Marketing. “This clarity of vision is best accomplished by creating a powerful brand identity that’s consistent across all marketing channels.”

Law firms interested in learning more about developing a new brand strategy, or needing help with their marketing efforts, can call 952-322-4794 or visit <http://nighthawkmarketing.com/law-firm-marketing-mn/>.

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#### About Nighthawk Marketing

Nighthawk Marketing, located in the Twin Cities, is a full-service marketing and advertising agency with a primary focus in the legal industry. The agency has decades of experience developing branding strategies and marketing tools to support sales, direct mail, telemarketing, media and Web channels. Additional information about the company can be found at [NighthawkMarketing.com](http://NighthawkMarketing.com).