

## ELEVARE EDGE: WEEKLY TIP

**What to do with  
your awards and  
accolades?**

Now that rankings  
and awards results  
are being  
announced in Asia.



# One Win, Two Strategies.

To maximize ROI, you need to attack the news from two angles:



## The Firm Strategy

## The Individual Strategy



# The Firm Strategy



**Shape the  
narrative.  
Broadcast  
the win.**



# 1. Analyse The Data

Before you post, look at the big picture.



**The Trends:** Did you move up a tier? Maintain a top spot?



**The Competition:** Who moved up alongside you? Who dropped?



**The Story:** Use this data to shape your "headline" (e.g., "Our M&A Practice grows again").

# 2. Internal & External Comms

Get the news out to the right people.



**Internal:** Send a firm-wide memo celebrating the teams. Your colleagues need to know your achievements to help sell you.



**External PR:** Issue a press release for major tier jumps or "Firm of the Year" wins.



**Social Media:** Post the official "ranked" graphics on the Firm Page immediately.



# 3. Update Firm Assets

Do your marketing materials match your new status?



## Pitch Decks

Update the "**Awards & Accolades**" slides in your master templates immediately.

## Brochures

Ensure capability statements and recruitment materials reflect the new tier rankings.



# The Individual Strategy



Own your  
brand.

Connect with  
clients.



# 1. Connect with Clients

This is the perfect moment to reconnect with your network.



**The Client Mailer:** Send a personal note to your referees. Thank them for their feedback - they are the reason you are ranked!

**The Social Post:** Don't just post the logo. Quote the specific **testimonials** the directory wrote about **you**.



# 2. Update Personal Assets

Ensure your credentials are  
current



## Email Signature

Add the "Recommended Lawyer  
2026" badge today.

## Website Bio

Update your intro text (e.g.,  
"Ranked as a *Leading Individual...*").



## LinkedIn Profile

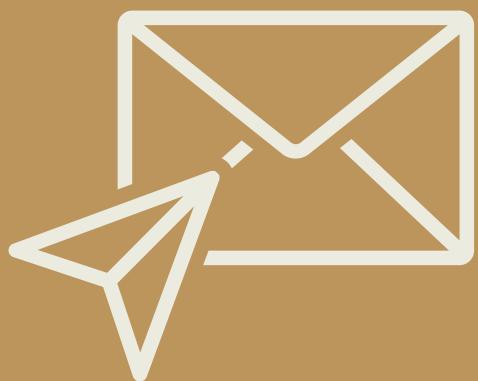
Don't forget to add this year's  
ranking to the "**Honors &  
Awards**" section on your profile.



# Need support for the next cycle?

Having drafted hundreds of legal directory and awards submissions across Asia, Elevare Asia provides **end-to-end support** to ensure your firm stands out.

- ✓ **Strategic Advisory & Analysis**
- ✓ **Full Submission Drafting**
- ✓ **Referee Management**



DM us to discuss your strategy for the upcoming cycle.