

Marketing Roundup



ATTORNEY ALBUM: No one gets into the spirit of the season more than Lawrence Savell, a lawyer at New York City's Chadbourne & Parke, who has the perfect antidote to any holiday blues: a little legal-themed music. Mr. Savell's talents are showcased in a CD titled "The Lawyer's Holiday Humor Album," which includes tunes like "I Dreamed I Saw Santa Working in the Library" and "All I want for Christmas Is a Stomach Lining" (a reference to the ulcer he developed in his first year of practice). From providing entertainment at a firm Christmas party, Mr. Savell's song stylings have gone on, at the behest of Chadbourne's partners, to tickle the funnybones of many Fortune 500 clients, becoming, over time, a "very well-received" holiday tradition of sorts. Mr. Savell related that one amused recipient even played his CD over the loud-speaker in the company's legal department. Music is a good way of establishing a rapport with clients, the caroling counselor asserts, as it lets them know that Chadbourne's lawyers "work hard, but also play hard." He admitted that "you have to decide who to send it to," but for "clients with a sense of humor," among them the general counsel of some of Chadbourne's biggest clients, the joke seems to have gone over well. After all, as Mr. Savell pointed out, "it doesn't offend anyone," with the possible exception of lawyers, whom he characterized as "thick-skinned" enough to take a little ribbing.

