









Group litigation campaigns

ENSURE AWARENESS AND DRIVE PARTICIPATION

Portland creates bespoke, data-driven and integrated communications campaigns to ensure awareness of, and drive participation in, group litigation actions.

Our specialist litigation practice, and deep campaign experience, is unique.

OUR CAPABILITIES INCLUDE:

-  Testing the viability of the campaign
-  Identifying potential representative claimants
-  Cost-effective, data-driven book building
-  Notifying and engaging the class
-  Managing the class: class member databases and handling queries
-  Building bespoke websites
-  Managing social media profiles
-  Media relations and stakeholder engagement

CASE STUDY

Portland recently managed communications for the launch of a high-profile representative action against Google – the largest of its kind. We generated over 300 pieces of media coverage in the first two days. This helped generate 10,000 website sign-ups in one week and over 20,000 sign-ups in six months. We also found the class representative, designed and built the campaign website, and now manage all class queries and notifications.

GET IN TOUCH

PHILIP HALL, PARTNER | +44 207 554 1600

disputes.portland-communications.com | disputes@portland-communications.com
