

# Acritas' US Law Firm Brand Index 2017

Rank	Firm		Brand Index
1		Jones Day	100
2	 <small>Skadden, Arps, Slate, Meagher &amp; Flom LLP &amp; Affiliates</small>	Skadden, Arps, Slate, Meagher & Flom	97
3		Baker McKenzie	85
4		Latham & Watkins	82
=5		DLA Piper	75
=5		Hogan Lovells	75
=7		Morgan Lewis	68
=7		Sidley Austin	68
9		Kirkland & Ellis	61
10		K&L Gates	52
11		Reed Smith	51
12	 <small>FOLEY &amp; LARDNER LLP</small>	Foley & Lardner	46
=13		Littler	44
=13		Norton Rose Fulbright	44
=13		Ropes & Gray	44
=13		Sullivan & Cromwell LLP	44
17		McDermott Will & Emery	42
18		Dentons	41
19		Wachtell	37
20		King & Spalding	36

## Methodology

The Acritas US Law Firm Brand Index 2017 is based on data compiled from Sharplegal 2016, a comprehensive study of the global legal market across 55 countries with 2,144 in-house counsel who have senior responsibility for buying legal services in organizations with revenues of \$50m and above. 604 interviews were conducted by phone with senior counsel in the US between January and December 2016.

The complete survey includes more than 60 questions about law firm brands, usage and market trends. Five of these questions were used to generate Acritas' US Law Firm Brand Index:

- ▶ Top of mind awareness
- ▶ Favorability
- ▶ Consideration for top-level litigation
- ▶ Consideration for major M&A
- ▶ Most used overall.

The Index also takes into account the views of a further 161 non-US-based senior counsel who were asked which firms they used for their US-based legal needs.

### **Considerations**

The sample is random across the US with a regional and industry spread that is consistent allowing for reliable benchmarking. The non-US sample comes from senior legal buyers who sit outside the US including Canada, Latin America, Europe, Middle East, Africa and Asia Pacific.

The Index is not a reflection of technical competence alone – it is a reflection of which firms are upper-most in clients' minds, whom they are most attracted to and whom they are most likely to give their work. How it changes over time is a reflection of which firms are doing a better job of making and maintaining a meaningful relevant impression with clients through experience, relationship development and taking an approach to market that really aligns with clients' goals and needs.

**To learn more about the Acritas US Law Firm Brand Index or gain Sharplegal insights to validate and inform achieving your goals, please contact:**

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