

**FOR IMMEDIATE RELEASE:**

**Las Vegas Law Firm Not Afraid to Act Like Real People**

*Las Vegas, Nevada - September 24, 2014* - Lawyers Plus, a Las Vegas law firm, has launched a new social-media ad that puts traditional lawyer commercials in its crosshairs. In their video, the founders of Lawyers Plus, a trio of forward-thinking attorneys—Matthew Pfau, Zach Parry, and Keith Pickard—parody the commercials of other lawyers who inexplicably and excessively point their pointer fingers to emphasize their, well, points. The Lawyers Plus ad uses tongue-in-cheek humor to “point” out how unintentionally funny so many other lawyer commercials are. The commercial, which its creators hope will make you laugh while you’re subconsciously nodding your head in agreement, can be viewed by following the link below.

The Lawyers Plus attorneys take the position that serious commercials are boring, but successful attorneys don't have to be. Nor do they have to be serious all the time, and their commercials shouldn't be, either. Lawyers Plus Partner, Matthew Pfau expressed his view about the commercial: “We don’t need pointing, crashing, or special effects to impress or attract potential clients. We believe our personalities and track record of client trust speaks for itself.”

Some may think this commercial is making fun of other lawyers. However, its purpose is to create some common ground with likeminded viewers. It’s hard to disagree that lawyers’ commercials are generally terrible. To capitalize on the bad-lawyer-commercial phenomenon, the attorneys at Lawyers Plus have planned a series of commercials that will make people think twice about the advertising tactics lawyers use to try to get more business.

The advertisement is part of an ongoing marketing campaign coined The Trust Building Initiative. In the advertisement, Lawyers Plus boldly invites prospective clients “to speak to a lawyer you will actually like.” Lawyers Plus wants people know that they can have an effective lawyer who is also a good person. Layers Plus is focused on serving locally in the Las Vegas valley. Cre8ive Network, LLC, another local business, is the marketing agency responsible for bringing Lawyers Plus' vision to life in the sixty amusing but impactful seconds of the ad.

Link to video: [http://youtu.be/\\_aL265B6y7g](http://youtu.be/_aL265B6y7g)

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