

Solicitor makes her TV debut

SOLICITORS Hilary Meredith has launched its first ever television advertising campaign.

The campaign by the Wilmslow-based law firm hit screens for the first time on January 11 to promote HMS Law, a trading name of Hilary Meredith Solicitors.

It focuses on the firm's expertise in personal injury claims and stresses how all clients retain 100 per cent of their compensation.

Senior partner Hilary Meredith has appeared on national and regional television previously.

However the launch of a national advertising campaign for HMS Law is new ground for the firm.

Hilary said: "While clients of the firm always receive a personal, hands on service from an experienced solicitor, we now have the infrastructure in place to compete on a national level. Television remains the most effective way of creating widespread awareness so we are confident about the prospects of this campaign. It has the potential to enhance our brand, build awareness and significantly increase our client base."