

Being a Good Guy for Your Clients Can Increase Your Case Volume

Advertising gets you business, great advertising gets you lots of business, plus a great reputation. Paul Samakow of The Law Offices of Paul A. Samakow (Virginia and Maryland) has developed a winning campaign that has increased his case intake by 30%, and also made him a local celebrity among the Hispanic market.

Mr. Samakow points out that texting while driving causes 11 teen deaths every day; makes one 23 times more likely to crash; and is considered 6 times more dangerous than drunk driving. With a strong Hispanic auto client base, in 2014 he created a unique campaign aimed at the Latino market about the dangers of texting while driving.

As a play on the Spanish word “testarudo,” which means someone who is hardheaded or stubborn, Mr. Samakow created the word and character “Textarudo,” and copyrighted the character’s image and trademarked the word and the accompanying slogan, which in English translates to *Don’t Be A Textarudo, Be Responsible (No Seas un Textarudo, Se Responsable)*. The character and the slogan are instantly recognizable in the DC area and are immediately attributed to Mr. Samakow.

He runs television commercials that feature the character Textarudo and the character makes appearances at more than 20 local events. The impact has been astounding with kids lining up to have their picture taken with Textarudo. One call of hundreds Mr. Samakow got was from a woman who told him her 17 year-old son saw the commercial, and then told her “he got it” and would not text while driving anymore.