

O'NEIL & WIDELOCK

The Backstory

Gary O'Neil and Marc Widelock had a law practice specializing in divorce, and further specializing in divorce for men. They had observed that male clients took up less time, knew more specifically what they were negotiating for, and paid their bills more quickly.

The partners created several promotional events, the best known of which was their annual Father's Day Picnic, in which divorced dads could bring their kids for a free afternoon in the park with food, beverages, and games.

The Issue

Although their reputation was growing there were still too many unbilled hours. O'Neil and Widelock needed mass media exposure.

The Solution

Chuck McKay created a series of highly emotional radio ads which focused on the effect divorce has on families, and used the phrase "Fathers have rights, too."

The radio campaign is estimated to have boosted O'Neil and Widelock's gross revenue by 31 percent in the first 12 months.

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