

Firm	Category	Brand's identity (firm's own words)	Concept	Alignment	Differentiation	Success	Total
Mishcon de Reya	UK mid-market	It's business. But it's personal	5	5	7	6	23
Eversheds	Large international firms	A progressive, international law firm	4	3	7	8	22
Wolf Theiss	Continental Europe	Independent spirit	3	3	8	7	21
Nabarro	UK mid-market	Clarity matters	4	4	7	6	21
Garrigues	Continental Europe	The modern Spanish firm	4	3	6	8	21
McGrigors	UK mid-market	Driven by business, powered by people	3	5	6	6	20
Clifford Chance	Large international firms	Leading international law firm	3	4	6	7	20
Baker McKenzie	Large international firms	Fluency	4	4	6	6	20
Allen & Overy	Large international firms	A&O does not favour slogans. (Its annual review is entitled "Advanced thinking for global challenges")	3	3	6	8	20
Tuca Zbarcea & Asociatii	Continental Europe	Ambitious, enthusiastic and, above all, loyal	3	4	6	6	19
Shoosmiths	Alternative legal providers	Enhancing our clients' lives through the law	4	4	7	4	19
Cuatrecasas, Gonçalves Pereira	Continental Europe	The trans-Iberian firm	4	4	6	5	19
Axiom	Alternative legal providers	Law redefined	4	4	7	4	19
Ashurst	Large international firms	Seeing the world through our clients' eyes	4	3	6	6	19
Uría Menéndez	Continental Europe	True to our values	2	4	5	7	18
Schönherr	Continental Europe	Legal pioneers in central Europe	3	3	7	5	18
Portolano Cavallo Studio Legale	Technology, media and telecoms	The go-to law firm in the media space	4	3	5	6	18
NCTM Studio Legale Associato	Continental Europe	Lightness, quickness, exactitude, multiplicity	3	3	6	6	18
Olswang	Technology, media and telecoms	Substance, with style	4	2	6	5	17
Simmons & Simmons	Large international firms	Complex challenges and collaborative relationships	4	3	3	6	16
CMS	Large international firms	Distinctively European	3	3	5	5	16