



Kelley Drye Named a Leading Brand Builder

April 22, 2015

Kelley Drye is recognized in The BTI Brand Elite 2015, an independent study that ranks law firms with the best brand awareness among General Counsels and legal decision makers. The firm was recognized in several categories and ranked as a “Leading Brand Builder,” one of only 58 firms with outstanding upward trajectory out of the 650 law firms serving large clients, as well as a “Client Service Strategist” for delivering and improving upon superior client service. Among other brand attributes, Kelley Drye was considered by in-house counsel as a “mover and shaker,” “tech-savvy” and a “value driver.”

The BTI Brand Elite survey measures top-of-mind recognition based on unbiased, direct feedback from in-depth interviews with 648 corporate counsel at the world’s largest organizations.

This honor follows recognition in the [2015 BTI Client Service A-Team list](#), an honor designated for an elite group of 30 law firms that deliver unparalleled client service.