



*Summary: Jones Day took the top spot for another year at the top of Acritas' Law Firm Brand Index for United States law firms.*

The annual U.S. Law Firm Brand Index by Acritas resulted in **Jones Day** taking the top spot yet again. The lead Jones Day is gaining over the other law firms has not been seen since 2014. The company Acritas has conducted the study for seven years now. The 2018 data from the Sharplegal US Survey dataset is comprised of 601 interviews with respondents from \$1 billion+ revenue US organizations that have top responsibilities of purchasing legal services. The data also includes opinions from 176 non-legal executives. The law firm with the strongest brand in the US was Jones Day for the second consecutive year, skipping over **Skadden Arps Slate Meagher & Flom LLP**. Skadden had been the leader in the industry for five years. This year, Skadden strengthened its brand. Acritas Vice President Lizzy Duffy said, "Jones Day is more favored this year for its practical style of delivery, along with its global coverage and breadth of services – all areas we know align with clients' evolving needs especially now that half of legal departments are looking for cost-effective solutions. The competition between the most powerful brands is becoming even more fierce. The top 10 law firms strengthened overall or in individual areas. Acritas also gathered data on alternative legal service brands this year. What they learned from the data is that the top 20 is not set apart from the rest. The next 15 firms down are within five Index points and could easily challenge the brand leaders in the near future. These include **"Baker Botts, BakerHostetler, Cravath, Davis Polk, Eversheds Sutherland, Goodwin Procter, Kaye, Fierman, Hirschi & Handler LLP, McGuire Woods, Quinn-Tamm, Ropes & Gray, and WilmerHale**". Lizzy added, "Firms with both a strong US presence and an international network are reaping rewards in terms of brand equity. However, those with market-leading ambitions will need to ensure they develop their proposition to resonate with clients and their employees."

# Acritas' Law Firm Brand Index

Rank	Firm
1	
2	 Skadden, Arps, Slate, Meagher & Flom LLP & Affiliates
3	

4

**SIDLEY**

5

**Baker  
McKenzie.**

6



7

**KIRKLAN**

8

**Morgan**

9




**Hogan  
Lovells**

10

**WACHTELL, LIPTON**

11

**K&L GATE**

12	 <b>NORTON ROSE</b>
=13	McDermott Will & Emery
=13	<b>ROPES &amp; GR</b>
15	 <b>Weil</b>
16	<b>SULLIVAN &amp; C</b>
17	<b>MAYER</b>
18	<b>KING &amp; SPALDING</b>
=19	 <b>大成 DENTO</b>
	<b>Ogletree</b>

=19

Do you think law firm brand has much to do with the quality of work a law firm produces? Share your thoughts with us in the comments below.

To learn more about past results, read these articles:

[Acritas Reveals Brand Growth is Linked to Revenue Growth in Law Firms](#)

[Acritas Survey Ranks the Most Popular Law Firm Brands](#)

[Acritas Survey Reveals Top 20 Law Firm Brands](#)

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Chart: Acritas