

5 Wildest Criminal Defense Attorney Ads of All Time

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Brian Wilson, Texas Law Hawk. Photo courtesy of Youtube.[/caption]

Summary: Some criminal attorneys use clever marketing tools to sell their brands.

Because there are numerous attorneys to choose from, it is important for lawyers to stand out to attract new clients. For criminal attorneys, they have a unique problem of trying to attract criminal clients while also appearing professional.

Some attorneys choose to put out advertisements as billboards, radio ads, or videos; and the majority of them keep it simple. They usually do a serious voiceover over some boring graphics and call it a day. But for others... criminal attorney ads are an art. Each one unique in look and tone, but similar in messaging and the use of repetitive slogans.

The following are five of the wildest or oddest criminal attorney ads in recent history.

1. Daniel Muessig

Daniel Muessig of Pittsburgh went viral a few years ago as "Thanks Dan!" (Without the comma, mind you.) The criminal defense attorney's ad showed several "criminals" doing stereotypically outrageous acts like exchanging fat stacks in front of a courthouse or robbing an apartment of its precious Mac computer. After each crime, the happy criminal turned to the camera and said, "Thanks, Dan!" implying that Dan-Was-The-Man-With-A-Plan. The attorney told WTAE that he had ties to the hip-hop community and from there, he knew that he needed to stand out with his marketing. Judging from the huge response he got online, it worked.

2. David Anber

Fairly recently, the law office of David Anber launched the ad campaign "Wasn't Me." Using a soap opera-looking actor to play a lawyer and terribly funny greenscreen, the Canadian law firm wasn't afraid to let people know that they were willing to say anything for their clients, who apparently were huge fans of Shaggy.

3. Bryan Wilson

Bryan Wilson's 2015 ad was viewed two million times on Youtube. In the remarkably action-packed video that had stunts and possibly a high budget, the criminal defense attorney was seen riding a motorcycle, screeching his nickname "Texas Law Hawk," and educating fun-loving degenerates about their breathalyzer rights. Oh yeah, he also had a hawk in the video, just in case you ever forgot his name.

4. Myles L. Berman

Serving the Los Angeles-area, Myles L. Berman's law firm focuses on helping clients who have been arrested for DUI. But what sets him apart is that he has linked fighter jets with alcohol and driving, and he is so protective of his branding that he's registered the nickname Top Gun DUI Defense Attorney *and* his name Myles L. Berman. Unlike Thanks Dan and the Texas Law Hawk, Top Gun DUI presents himself very seriously on camera.

5. Innocence Legal Team

The ad from the Innocence Legal Team was low-budget and done in a serious, informational manner. Yet, it was still odd to watch a video intended to help convicted sex offenders. The California law firm focuses on sex allegation cases, which means their clientele is mostly all accused child pornographers, rapists, domestic abusers, and sex offenders. Needless to say, a law firm that caters only to this niche is definitely one that stands out.

- [Best Attorney Ads of All Time](#)
- [Why Are These Texas Criminal Law Ads Going Viral?](#)

What are some of the wildest attorney ads you've seen? Let us know in the comments below.

