

RAISING THE BAR !!!!!!



Living Ratings: The brand and digital intelligence
of the world's leading law firms 2021

March 23rd, 2021

LIVING RATINGS 2021: 20th to 16th



	Rank 2021	Rank 2020	Revenue rank	Firm	Website functionality	Social Media presence	Web brand and content	Social Media content	Total score %
	20	59	8	Clifford Chance	62%	100%	65%	70%	67.60%
	19	16	41	Dechert	71%	75%	60%	80%	67.70%
	18	80	44	Milbank	69%	95%	55%	90%	68.00%
	17	20	9	Morgan Lewis	69%	85%	58%	90%	68.10%
	16	10	4	Baker McKenzie	73%	100%	50%	90%	68.20%

LIVING RATINGS 2021: 15th to 11th



	Rank 2021	Rank 2020	Revenue rank	Firm	Website functionality	Social Media presence	Web brand and content	Social Media content	Total score %
	15	11	54	Perkins Coie	70%	75%	63%	80%	68.30%
	14	12	33	Reed Smith	72%	65%	65%	70%	68.40%
	13	21	79	Gowling WLG	75%	95%	50%	90%	68.50%
	12	19	39	Orrick	70%	75%	60%	90%	68.60%
	11	7	10	Hogan Lovells	71%	95%	55%	90%	68.90%

LIVING RATINGS 2021: 10th to 6th

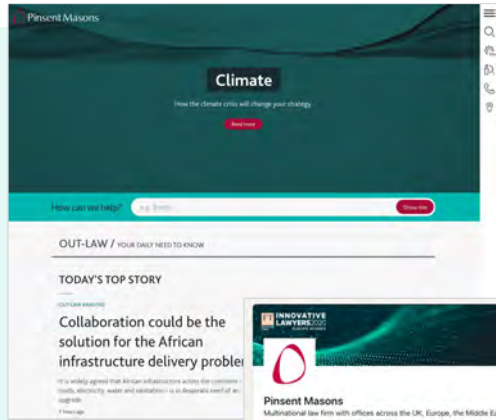


	Rank 2021	Rank 2020	Revenue rank	Firm	Website functionality	Social Media presence	Web brand and content	Social Media content	Total score %
	10	23	16	Freshfields	72%	95%	60%	70%	72.68%
	9	32	38	McDermott	79%	75%	55%	90%	73.17%
	8	4	31	Herbert Smith Freehills	61%	95%	73%	90%	75.61%
	7	3	28	Goodwin	76%	55%	70%	80%	76.10%
	6	6	57	Bryan Cave Leighton Paisner	74%	95%	70%	80%	77.76%

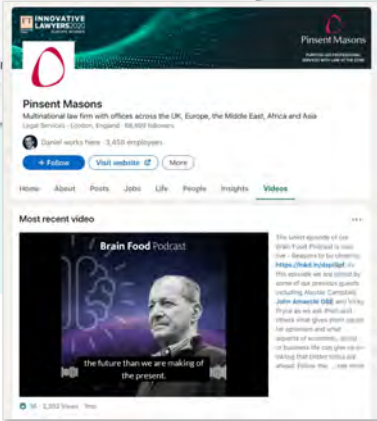
LIVING RATINGS 2021: 5th & 4th



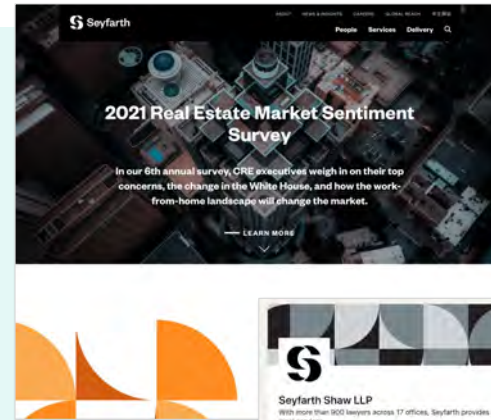
5th  Pinsent Masons



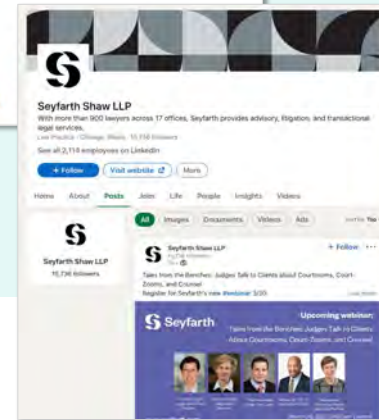
75.60%
2020: 8th



4th  Seyfarth



76.30%
2020: 1st



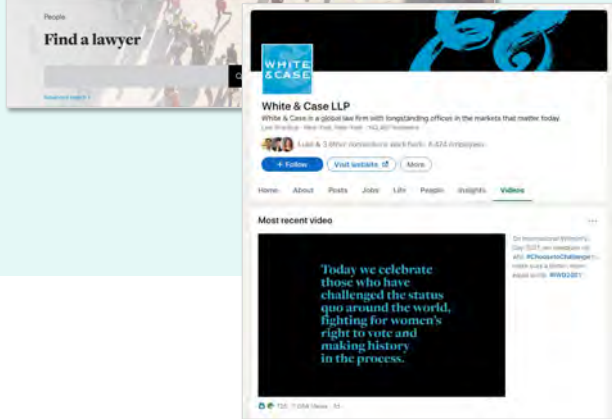
LIVING RATINGS 2021: 3rd & 2nd



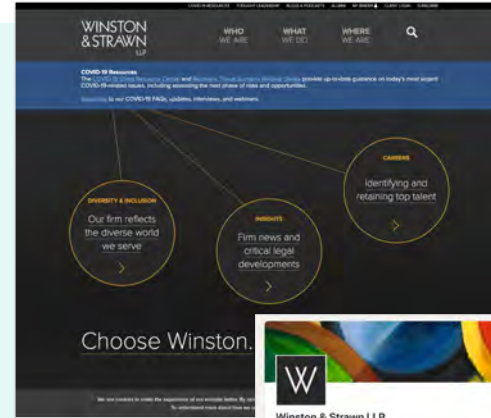
3rd WHITE & CASE



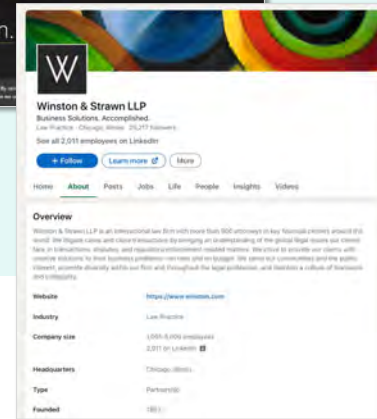
77.30%
2020: 6th



2nd WINSTON & STRAWN LLP



80.10%
2020: 5th

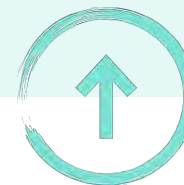
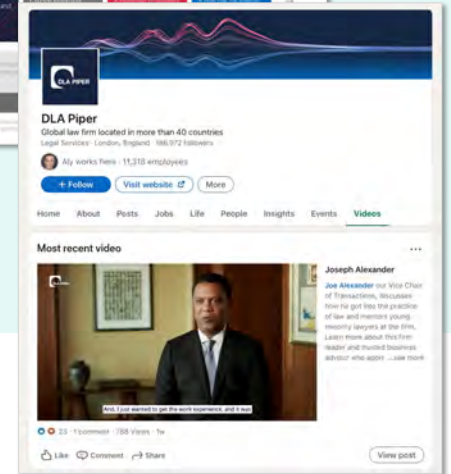
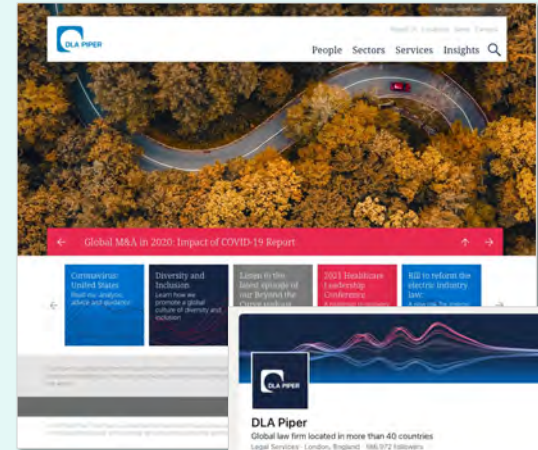
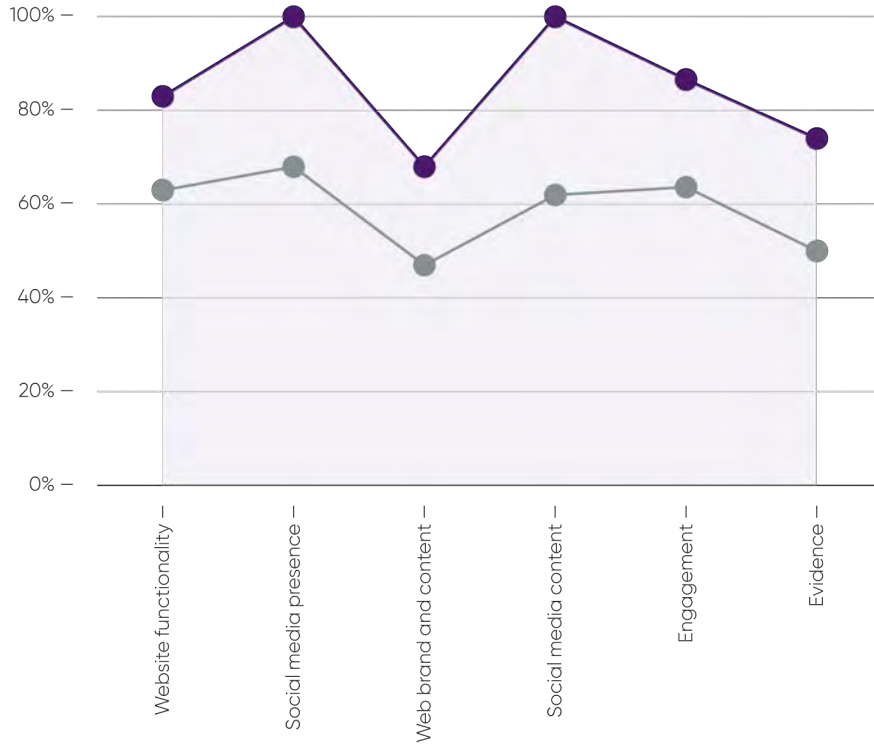


LIVING RATINGS 2021: 1st



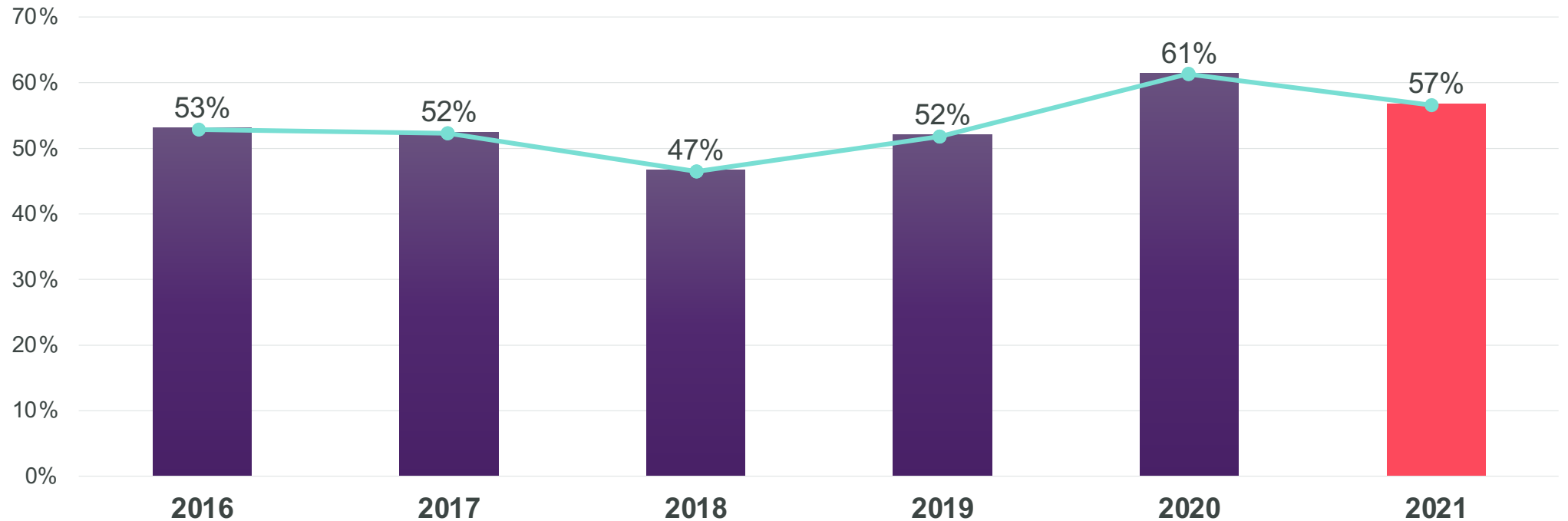
- DLA Piper
- Sector average

Classification:
▶ Determined



2020: 2nd

LIVING RATINGS 2021: YEAR-ON-YEAR AVERAGE SCORES



Average total Living Ratings score across all firms rated



Full report launch: Mid-April 2021