

PORTUGUESE BRANDS REPUTATION – THE MOST RELEVANT LAW FIRMS BRANDS IN PORTUGAL

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GALVÃO TELES, SOARES DA SILVA
& ASSOCIADOS

Abreu:
advogados

PLMJ
Transformative
Legal Experts

 **VIEIRA DE ALMEIDA**

URÍA MENÉNDEZ
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Vieira de Almeida was deemed the brand in the legal services sector with the best reputation in the market, followed by **Morais Leitão**, **PLMJ**, **Uría Menéndez-Proença de Carvalho** and **Abreu**

Advogados on the top 5 ranking list.



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Vieira de Almeida was considered the law firm with the most renowned rate in the market, a conclusion by the **Global RepScore** research prepared by **OnStrategy**. Morais Leitão, PLMJ, Uría Menéndez-Proença de Carvalho and Abreu Advogados were also ranked among the top five mentioned by the study.

In the ranking of the most relevant brands in the legal services sector Vieira de Almeida ranked first with an index of 78, followed by Morais Leitão, with 77.6, and PLMJ with 74.8. Still in the top five, Uría Menéndez-Proença de Carvalho scored 74.5, followed by Abreu Advogados with a 66.6 score.

The Global RepScore Pulse, released every year by OnStrategy, measures the reputation of brands operating in the Portuguese market - both national and multinational - through a study involving over 50,000 citizens. This analysis is developed continuously throughout the year and in compliance with the ISO20671 (strategy and strength evaluation) and ISO10668 (financial evaluation) standards certification, evaluating the attributes associated to awareness, admiration, relevance, trust, preference and recommendation.