



# CASE STUDY

## OPINION MEDIA CAMPAIGN

### SUMMARY STATISTICS

Time Frame	5 Years
Unique Media Hits	1,800
Op-Eds	120

### BRANDING CEO AS INDUSTRY THOUGHT LEADER

For 5 years, Keybridge promoted the CEO of a leading financial services firm as an industry thought leader. We focused entirely on op-ed pages. By the time the CEO left his company, we had secured op-ed hits in virtually every major city in the country on issues ranging from mortgage reform to public school education. On average each year, we generated 360 hits through 24 op-eds.

