CASE STUDY

OPINION MEDIA CAMPAIGN

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.

SUMMARY STATISTICS

<table>
<thead>
<tr>
<th>Time Frame</th>
<th>5 Years</th>
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</thead>
<tbody>
<tr>
<td>Unique Media Hits</td>
<td>1,800</td>
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<tr>
<td>Op-Eds</td>
<td>120</td>
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