



# CASE STUDY

## OPINION MEDIA CAMPAIGN

SUMMARY STATISTICS	
Time Frame	12 Months
Unique Media Hits	509
Op-Eds	90
Readers	60 Million

### FORTUNE 500 COMPANY FACES FIGHT OF ITS LIFE

Keybridge Communications conducted an opinion media campaign for a Fortune 500 company facing a regulatory and political battle. In just 12 months, Keybridge played a major part in our client's victory by generating 509 unique media hits through 90 op-eds, reaching over 60 million readers. Top placements included *USA Today*, *Wall Street Journal*, *Los Angeles Times*; *Chicago Tribune*; *New York Post*, *San Francisco Chronicle*, *Newark Star-Ledger*, *San Diego Union-Tribune*; *The Hill*; and many others.

