



CASE STUDY

SOCIAL MEDIA CAMPAIGN

NEW BLOG EXPLODES ONTO THE SCENE

Keybridge Communications helped launch a wine blog for a nascent wine writer. It quickly took off, receiving coverage in the *New York Times*, *Washington Post*, *Los Angeles Times*, and many other top publications. It was named the “Best Overall Wine Blog” at the 2013 Wine Blog Awards and is now one of the most highly trafficked wine blogs in the world.

