

## Higher Education Company Makes Major Impact on San Diego Economy

In response to senior management's mandate to generate big media coverage and make a blockbuster impact locally, we turned a drab ribbon cutting ceremony into a significant campaign: Bridgepoint Education's Economic Footprint on San Diego.

The San Diego Regional Economic Development Corporation was commissioned to conduct an independent study indicating Bridgepoint Education contributed 6,851 jobs, \$217 million in employee earnings and \$507 million of business output in 2009. The strategy plan called for releasing results of the study, celebrating 100 percent occupancy at the company's new, high-profile office building and announcing its title sponsorship of the Holiday Bowl at a special event held April 29, 2010.

We negotiated a *San Diego Union-Tribune* exclusive business feature published the morning of the event and an exclusive KNSD (NBC affiliate) morning television interview with the CEO. Who's who of San Diego attended the event, which was covered by media, including all local television stations. The campaign's launch exceeded expectations.

