

Thornburg Mortgage

It was a perfect storm for the home loan industry. The housing bubble had burst, subprime lenders declared bankruptcy and investors were dumping shares of every mortgage company for fear of being burned. And despite doing things differently, Thornburg Mortgage's share price was getting hammered. Their story wasn't making it to the Street.

The agency focused its outreach to key media influencers at major national outlets. Through strategically positioned executive interviews on CNBC, Bloomberg Television and at The Wall Street Journal and Barron's, the company not only got analysts to increase their price targets, but also helped increase Thornburg Mortgage's share price by 20 percent in six weeks.