

CASE STUDY

How one partnership created 1,775% growth in product orders.

PARTNERSHIP

Eric Blackwell, the founder, and sole artisan at Blackwell Woodworks began with quarter-page ads in Atomic Ranch. But he felt encouraged to expand with us, thanks to the results and support he received. "It was a good investment," Blackwell says. "And the team was in my corner, fighting for my work."

RESULTS

Blackwell joined Atomic Avenue for Modernism Week 2022. He displayed his products in at our exclusive, well-trafficked booth. New buyers came quickly and often.

In four days Blackwell received more orders than he receives in a month at 53% of the usual rental rate at the Show and Sale.

BLACKWELL NEEDED:

reach

Blackwell Woodworks needed better access to mid century buyers to grow.

exposure

At Atomic Avenue, we host brands during the Palm Springs Modernism Show and Sale.

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AT A GLANCE

Client

- Eric Blackwell & Blackwell Woodworks
- One employee
- Makes custom mid century clocks & mid century guitar stands

After the Event

- Created digital campaign
- Targeted buyers in both print & digital.
- Created a "lookalike" plan to find a brand fit



"Atomic Ranch was crucial in developing a marketing plan and finding an amazing audience for my unique products. I'm so glad we're working together!"

Eric Blackwell
Blackwell Woodworks

Reach Suzy Bailey Atomic Ranch, to learn more today 336.665.1580. Space is limited for the 2022 Atomic Avenue program.