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Bowtech Selects Idea Ranch as Agency of Record, Unveiling an Innovative Strategy Centered Around Community Development.

TULSA, OK – January 10th, 2024 – Bowtech, the leading manufacturer of the world’s finest compound bows and archery equipment, has named Idea Ranch as its agency of record. Leveraging expertise in brand strategy, performance media, creative content creation, and its community development service (C4), Idea Ranch will work collaboratively with the Bowtech team to elevate the brand to even greater heights.

Central to this partnership is Idea Ranch's newly named C4, an innovative and holistic community development service. Rooted in the principles of community, connection, change, and collaboration, C4 represents a comprehensive approach that transcends conventional marketing boundaries, ensuring brands become integral contributors to the communities they engage with. “Buying decisions, which are 70% emotional, rely on trusted relationships – with friends, peers, influencers, and brands. C4 is dedicated to leveraging the power of those connections.” Said Eric Barnes of Idea Ranch.

Idea Ranch will focus on three Pure Archery Group brands – Bowtech, Black Gold, and Excalibur. The comprehensive strategy adopts a full-funnel approach, including ambassador and influencer management, a user-generated content (UGC) campaign, content development & dissemination, public relations, and bespoke consumer activations. The objective is to cultivate a deeper and more meaningful community around these Pure Archery Group brands, catering to both the existing loyal fanbase and new consumers alike.

Paul Brothers, CEO of Idea Ranch, emphasizes the agency's commitment to community-driven marketing, stating, "In an era where marketing experts are data-driven, they tend to forget how to be human; you can't algorithm your way into a relationship. We believe in the power of genuine connections, and that's what sets C4 apart. It's not just about transactions; it's about building meaningful relationships within the archery and bowhunting communities."

Mitch Mitchell, Vice President of Marketing and Brand at Pure Archery Group, expresses his enthusiasm about the expanded partnership, noting, "Having collaborated with Idea Ranch on specific creative projects in the past, we're excited to leverage their entire agency to shape vibrant consumer communities around the Bowtech, Black Gold, and Excalibur brands."

About Pure Archery Group:

Pure Archery Group, known as Bowtech until 2020, owns and operates several leading archery brands, including Bowtech, Diamond, Excalibur, Black Gold, TightSpot, RipCord, and Octane. Headquartered in Eugene, Oregon, the company is focused on the design and manufacturing of durable, accurate, high-performance bows, crossbows, and archery accessories distributed worldwide. Current production locations span prominent sporting goods hubs, including Oregon, Montana, Michigan, and Ontario (Canada). Learn more at: www.purearcherygroup.com.

About Idea Ranch

Idea Ranch is a full-service advertising, public relations, and consumer insights firm headquartered in Tulsa, Oklahoma, with offices in Wichita, Kansas, and Durango, Colorado. The firm has a diversified list of clients across the country and is an industry-leading marketing-communications company building brands in the outdoor recreation and passion sports sectors. For more information, please visit www.idearanch.com.