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Atwoods Partners with Idea Ranch to Forge a New Era of Growth and Digital Innovation

ENID, OK – January 24, 2024 – Atwoods Ranch & Home, a leader in farm, ranch, and home supply with deep roots in the midwestern and southern United States, is excited to announce its selection of Idea Ranch as its Agency of Record. This strategic partnership marks a significant milestone in Atwoods' ongoing success and evolution, emphasizing a commitment to digital modernization and innovation while maintaining its foundational values.

Founded nearly 64 years ago by Wilbur and Fern Atwood, Atwoods has evolved from modest beginnings to a cornerstone enterprise, and will soon boast 77 stores across Arkansas, Kansas, Missouri, Oklahoma, and Texas. Currently led by Brian Atwood, the founders' grandson, alongside his son Preston, the company remains a family-operated entity, deeply embedded in the communities it serves. Atwoods offers an extensive range of products, including farm and ranch supplies, home goods, clothing, lawn and garden, tools, hardware, auto supplies, sporting goods, pet supplies, firearms, and seasonal items.

In today's rapidly changing marketplace, Atwoods acknowledges the need for evolution and growth, which underscores the significance of its partnership with Idea Ranch. This collaboration is poised to address several key objectives: expanding the brand's reach to new audiences while nurturing existing customer relationships, fortifying its digital presence through a combination of social media, digital marketing, and Idea Ranch's community development service known as C4, and expanding the brand through compelling storytelling. The primary goal of this strategic partnership is to bolster and enhance Atwoods' existing legacy rather than redefine it. It aims to reinforce the brand's identity, elevate its market position, and ensure the company's continued growth and success.

"We are delighted to partner with Idea Ranch. Their alignment with our brand values and their experience with the consumers we serve make them the ideal partner for Atwoods as we look to the future," said Atwoods' President, Brian Atwood.

"Partnering with Atwoods represents a dream come true for us at Idea Ranch. As an Oklahoma-based, family-owned company, Atwoods is not just a client but a symbol of the community and values we cherish," said Eric Barnes, Idea Ranch's Chief Operating Officer. "We're eager to blend our innovative strategies with Atwoods' rich legacy, enhancing their already impressive market presence while helping them serve new audiences."

About Atwoods

Atwoods Ranch & Home Goods is a modern-day general store with a mission to bring customers the goods they need at the best price, with an unmatched customer experience. Headquartered in Oklahoma, the retailer has grown to 75 locations, with more in the pipeline.

The company's broad product mix, coupled with its best price guarantee, customer-first service and convenient payment options, makes it a hometown one-stop-shop for consumers of all types.

Visit atwoods.com for more information.

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, passion sports, and farm & ranch sectors. For more information, please visit www.idearanch.com.