

ILLUMINATION PR HELPS QUADRUPLE SALES OF SMALL BUSINESS IN FIRST YEAR OF PARTNERSHIP

Before partnering with Illumination PR, Stumpy's Hatchet House was struggling with increasing brand awareness of their hatchet throwing business in New Jersey.

INTRODUCTION TO ILLUMINATION PR

Illumination PR is a full-service Public Relations and Marketing firm based in New York with a primary focus on serving those in the healthcare, beauty, lifestyle, wellness, travel and hospitality arenas.

Their team takes a modern approach to implement new and innovative methods to not only secure consistent, top-tier press for their clients, but increase brand exposure across all digital platforms.

By keeping up with the latest media trends, and the ever-changing world of digital marketing, Illumination PR is able to produce real results that contribute to the overall growth and success of the brands they represent.

STUMPY'S HATCHET HOUSE

Stumpy's Hatchet House is an adventure seeking business. In their safe, controlled throwing pit, customers take turns hurling their hatchet to the target, honing in on their form and technique. Since their first location opening in 2016, they are now nationally franchised with over 37 locations.

Challenged with securing representation and increasing brand awareness, Stumpy's Hatchet House was looking for a full-service Public Relations firm to assist in:

- Securing press features
- Changing the narrative of hatchet throwing
- Increasing brand exposure
- Elevating branding
- Boosting website traffic
- Securing influencer collaborations
- Educating the public on the business model

While working with Stumpy's Hatchet House, Illumination PR has been able to achieve:

- **250+** featured press articles
- **1+ billion** article impressions
- **400%** increase in sales in the first year
- Ability to franchise the business model nationwide
- Representation in top outlets such as Kelly and Ryan, Z100, Forbes, entrepreneur, GQ, TODAY, Mens Health, Thrillest, The Doctors, Maxim, NY Post, Washington Post
- Features on Bravo and TLC
- **500%+** increase in website traffic

“WE HAD NO IDEA HOW GOOD MEDIA WOULD HELP OUR BUSINESS GROW. THE PR WE RECEIVED FAR EXCEEDED OUR EXPECTATIONS.”