

Atomic Consulting



At Atomic Direct we have established a record of success using a sophisticated mix of business savvy, advertising expertise, and salesmanship (an art often lost within marketing).

We've found that the key to innovative product success is planning the marketing campaign early. So we've created consulting services to fit your specific business and product needs. From strategy and research design to insightful research reports and real world case studies, our consulting is always driven by your business goals.

Atomic considers each case unique – and we build the right solutions for your problem. Our over 20 years of experience includes helping companies like AAA, DuPont, Alberto Culver and Lowe's develop strategies, build marketing and advertising plans. And our strategic work is made stronger because we have also had responsibility for executing those plans to directly impact the bottom line.

Clients who use our key consulting services drive higher returns from their innovation investments. And no matter where you start, we offer services to drive success.

[Contact Atomic](#) now to discuss how we might work together.



Skye Weadick, VP Accounts



Doug Garnett, CEO

Manufacturers – Are you launching a new product, re-launching a product after a lackluster advertising execution, or rolling out a new program?

- Atomic will look at your opportunity and consult on best practices for go-to-market execution.
- We also revamp existing programs that underdeliver, analyze recent successes or failures, or apply strategies for retail introduction and advertising planning.
- In all cases, we set you up to track metrics throughout the process – metrics that matter to your business success.

Retailers – The market is changing so fast, it's challenging to find the smartest way to reach your customers and drive retail foot traffic.

- We know how to drive success with advertising programs to meet your financial, brand, and inventory goals.
- And we know how to work alongside both manufacturer and retailer to create a complete program that delivers success.
- Atomic has worked with a wide range of innovative company situations and driven success through them all – often starting with financial modeling so that all parties have clear objectives.

Agencies & Consultancies – Atomic has worked alongside (or under the umbrella of) a range of agencies and consultants so that the best resources are leveraged to meet client needs.

- We have expertise in the intersection of advertising, retail, manufacturing and driving product sales.
- We work alongside your team to develop and monitor campaigns by bringing industry experience, smart business planning focus, and big picture strategic thinking.