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Big Chill Retro Appliances Renews and Expands Agreement with SmartClick Advertising

Strong results by Boulder-based online advertising and marketing agency lead to expanded relationship

BOULDER, Colo.—June 1, 2012—SmartClick Advertising, a Boulder-Colorado based online advertising and marketing firm, has renewed and expanded their relationship with Big Chill Retro Appliances, makers of modern appliances with a retro look and feel, available in hundreds of custom colors.

Big Chill first engaged SmartClick in the summer of 2011, with a relatively modest plan focus on Facebook advertising and retargeting display ads. Based on the strong ROI achieved, activity for the brand has expanded to paid search marketing, search engine optimization, and most recently email marketing. Sales results in this privately-held company, while confidential, have continued to be outstanding for the brand and accelerated as the online marketing plan has become a truly diverse and strategically integrated plan.

Big Chill makes retro appliances with modern features and the design elements echoing appliances of yesteryear in hundreds of custom colors. They have expanded recently beyond the traditional rounded, 1950's inspired Big Chill fridge, to launch a retro stove, a retro dishwasher, and even a retro under-counter fridge. In the past year, SmartClick has helped Big Chill launch the Retropolitan Fridge, an alternative take on retro, the Big Chill Wall Oven, and most recently, the Big Chill Microwave.

"It's results like what SmartClick has achieved with Big Chill that are fueling the continued success the agency has experienced over the past 3 years," says partner, Drew Clements.

About SmartClick Advertising

SmartClick Advertising is an online marketing and social media agency based in Boulder, Colorado. National consumer brand clients include prAna Clothing, Fresh Produce Clothing, Big Chill Retro Appliances, Blue Star Appliances, Melt Organic Spread, and Rodizio Grill. SmartClick manages clients' online marketing and advertising using cutting-edge technology and out-of-the-box thinking to build their clients' online business. Through their results orientation and creative approaches to Display Advertising, Paid Search, Facebook, Twitter, blogs, online PR, and Search Engine Optimization, clients are finding that hiring SmartClick Advertising is far less costly than building an in-house marketing department. Contact Glen Spencer, Managing Partner at 303- 641-7201.

<http://smartclickad.com/>