



ACME
CASE STUDY



“Pivot + Levy’s work was crucial in branding ACME as an identifiable concept to my clients while overcoming the stereotype of a typical bowling venue. The amazing success that we’ve been experiencing is a testament to their great work.”

Bridgette Brekke

Director of Sales, ACME Bowling, Billiards & Events

THE GOAL: Take a Concept, Brand and Execute It

Pivot + Levy pulled off the equivalent of a perfect game in the sales and marketing world with their work with ACME Bowling, Billiards and Events, a new entertainment facility that opened in south Seattle in December 2005.

When approached by Gary Larson, owner of ACME, in late 2004, the event space was not yet even a hole in the ground and all aspects of the concept had still to be fleshed out. Charged with branding and executing the entire concept, Pivot+ Levy’s team became the ‘leadoff man.’

Pivot + Levy researched the successes and shortcomings of other national bowling and entertainment venues. They then worked to create the right brand vision for ACME’s mix of entertainment, events, and cuisine to appeal to the varied target markets identified by the client. Throughout the project the owner’s vision was carefully balanced with the right brand and message with the goal of creating a unique a niche in the Northwest.



ACME's massive facility is designed to appeal to a wide range of ages, featuring 40 bowling lanes, 7 billiard tables, and a private VIP bowling lounge. This virtual entertainment universe also features a bar, lounge, restaurant, as well as lane-side food service. 64 video screens with 25 satellite feeds and a multi-zone sound system allow for a customizable entertainment experience throughout the facility.

Team and Brand Captain

As the brand stewards throughout the project, Pivot + Levy worked hand-in-hand with all other consultants, from the interior designers to the sign fabricators to the hospitality management team. ACME consulted with Pivot + Levy on every detail to ensure consistent execution of the company's overall vision and brand identity. Pivot + Levy's team of designers worked with ACME on naming and produced ACME's logo, marketing collateral, advertising (print and radio), menus, interior signage, and website, providing all copywriting and graphic design services.

Follow Through All the Way

The result of carrying the concept through all the way: a reimagining of the bowling alley for a new generation. ACME is a powerhouse; a cutting-edge, upscale, urban/industrial environment with the social entertainment of bowling, billiards, and dining. And one that clearly has hit the mark with its audiences.

One month after opening, the results were staggering: 64% over projected revenue goals for 2005, event revenues 125% over projected goals for 2005, 175 events held at ACME in December, and the private lounge booked 21 days straight.

One year after opening the phenomenal success continues: 30% over projected revenue as of October, and 263% over projected revenue for event budget. The facility has hosted more than 1,400 events from January – October, and Seven10 (10 private lanes and a VIP room) is completely booked out for every evening through the end of 2006.

A perfect game on every front.

Bowling Glossary

All the way: Finishing a game from any point with nothing but strikes.

Brooklyn: A first ball to the left of the headpin for right-handers, to the right of it for left-handers.

Boards: Any one of 39 one inch wide individual pieces of wood pieced together to comprise the surface of the lane.

Blow a rack: A solid strike hit.

Follow-through: Motion after release. Should be toward the pin you're aiming at and may include a second "shadow" swing without the ball.

Leadoff man: First man in a team lineup.

Perfect game: Twelve strikes in a row with a count of 30 pins per frame resulting in a score of 300.

Powder puff, puff ball: Slow ball that fails to carry the pins.

Powerhouse: A hard, strong ball which strikes.

7-10 split: When the pins at the two rear corners stay standing. A notoriously difficult spare to pick up.