



Volume 1, Issue 2

Congrats to the 40+ winners of our first pop quiz showing a super-sized Starbucks cup. Your prizes are in the mail. See below to solve this issue's challenge and perhaps win your own blast of a prize.



Beyond Wow!™

Here's what we've been up to lately. (Click on any of the photos to see them larger.) For details, call Stacy or Terri at 612-331-1335. Remember: **Whenever you have a creative question, count on Atomic to have the answer.**

Sprite Makes the Sunset Strip Swing



A motor makes it mesmerizing. An 8'6" Sprite can makes it tantalizing. This enormous Sprite can swings over LA's Sunset Strip. The motion is made possible by a custom motor — the work of Atomic's wily mechanics. Agency partner; Crispin Porter + Bogusky. Catch the [night view](#).

How Fast Was I Going?

It's one thing to have your speed clocked when driving. It's quite another (and very attention getting) to have your speed read when you are walking through an airport. Working with Fallon, we created fully functioning speed readers for National Car Rental. The readers were at the Denver, O'Hare and Minneapolis/St. Paul airports. The signs measure 8' x 11' and were fabricated in aluminum and vinyl.



The Tech Edge

Read any good bar codes lately? Some camera phones will soon have the ability to read bar codes enabling you to access a seemingly unlimited range of offers, information and entertainment opportunities.

Virtually any physical item can carry a bar code — making it easy to further engage consumers. For example, the bar code on a bus shelter or billboard could enable you to download a special offer or movie trailer.

You could compare prices or get product reviews — while you are actually in front of the product. Or snap a pic of the bar code next to a famous landmark and read about it à la [Wikipedia](#).

You could even get a recipe for that perfect pie from the sticker on your apple. [More](#).

Speaking of... Cell Phones

"Mobile phones are the only subject on which men boast about who's got the smallest."

Neil Kinnock, former UK Labour Party leader

"If you were going to die soon and had only one phone call you could make, who would you call and what would you say? And why are you waiting?"

Stephen Levine, poet, author and spiritual teacher

This Secret is Really Out



What do you get when you cross a fog machine with a 10' x 5' bottle of body spray? A very visible, very memorable billboard for Secret. Atomic Props created the bottle out of foam and mounted it to the billboard using a steel frame. A fog machine, embedded inside the cap, creates a realistic "spray." Client: Leo Burnett Puerto Rico.

Will it Work?

Bus shelters are ideal venues for spectaculars, but they require careful consideration when pushing the envelope on what will work. Live ants? No. The test didn't end happily. Live plants? Only if someone is willing to water frequently. Funhouse mirrors? Bingo! Turns out they fit quite well into the small 7"-deep space and make for a "lively" way to showcase a client's messaging.



You think it up. We'll make it work.

News Blast

According to the Outdoor Advertising Association of America, out-of-home advertising is up 8% first quarter 2006, surpassing overall ad growth of 5.2%.

Pop Quiz

Can you identify what is pictured at right? It's a tiny part of a huge prop or billboard. Send your guess to prize@atomicprops.com and you could win your choice of an i-Tunes or Starbucks gift card.



The Atomic Blast ignites your email inbox with the latest and greatest in the world of spectacular marketing. Produced every six weeks for Atomic Props & Effects by High Point Creative, LLC.

Coming Your Way

Terri Driscoll and Stacy Colson, the Atomic Props sales team, are likely jetting your way soon.

Call to set up a meeting or, if you don't see your city on the list, we'll be happy to adjust our plans to include you! 612-331-1335.

San Francisco

Week of July 24th

Chicago

Week of August 2nd

Denver

Week of August 14th

Mexico City

Week of August 21st

Seattle

Week of September 11th

Los Angeles

Week of September 18th

New York

Week of September 25th

Not Your Typical Job

You think your job is crazy some days? Get this:

Kim Kuklok, Atomic's chief procurement specialist (among other key duties), has the unusual job of sourcing a disturbing range of prop items. This includes: fresh whole octopus and hermit crabs, kayaks, bras, cow statues, broken 35mm cameras, alcohol bottles (*a lot of bottles*), inner tubes, "Big Foot" fur and snow flakes.

In some cases, the items are used as reference when making a prop. In others (as in the hermit crabs), the items actually become the prop.