



Volume 1, Issue 3

Talk about tough, of all the entries we received, just two people knew the answer (Boston Red Sox Green Monster) to last issue's prop quiz. See below to this issue's challenge. It's easier ... we think!



Beyond Wow!™ (and Behind the OBIE)



Each billboard showcased below was recognized for excellence by [Outdoor Advertising Association of America](#)'s OBIE Awards. For details, call Stacy or Terri at 612-331-1335. **Whenever you have a creative question, count on Atomic to have the answer.**

Power (Wrecking) Ball Promotes MN State Lottery

This award winner reminds lottery players that Powerball is always big... really big. The 18-foot diameter inflatable ball is lit from the inside for added "wow." The shards are crafted from sheet metal, angle iron and wood – all painted to make them look dirty and stressed. Client: Colle + McVoy, Minneapolis.



The Mini + A 60s Slot Track = Maximum Visibility

Yes, it's a real Mini positioned on a not-so-real 1960s toy race car track. Talk about the power of 3D, many people ask if the



car is actually moving on the board. *Really.* The board appeared in four different markets; for each, the mini featured different customized decals. Client: Crispin Porter + Bogusky. Locations: NY, Miami, LA and San Francisco.

The Tech Edge

Look, up in the air! It a puff of smoke ... it's a swirl of steam ... actually, it's either, depending on your creative need. When you want to capture the look of a steaming cup of coffee, the mist of scented body spray or a "green" vehicle's clean exhaust, you want a fog machine.

Atomic Props has developed a suite of outdoor fogger solutions to ensure a fit for every application. One of the most versatile is the Ultrasonic fogger – truly the jewel in the collection. This features automated timing, minimal maintenance and run cost, a compact size and fast implementation. That makes it perfect for smaller areas such as street scenes and bus shelters.

We recommend the Ultrasonic when a client wants the prop to interact with the public. (See the example in *Will it Work?* below.) Other larger foggers are ideal for making a billboard-sized Starbucks cup steam.

Speaking of... Coffee

"In Seattle, you haven't had enough coffee until you can thread a sewing machine while it's running."
Jeff Bezos

"Good communication is just as stimulating as black coffee, and just as hard to sleep after."
Anne Morrow Lindbergh

May I Borrow Your Pen? Only If You Can Lift It!

These sky high, eye-catching office supplies are hand-crafted from foam and decorated with paint and chrome tape. The shirt pocket is a flat extension on the billboard surface. The creative was one of three different executions posted simultaneously around St. Louis. Client: BBDO, New York.



Will it Work?

Typically a raging, snorting bull would cause people to flee. But as a bus shelter prop, this image garnered gawkers. What made this picture so compelling was the seemingly real “bull snort” coming from the animal’s nose. Atomic achieved this effect by inserting an Ultrasonic fogger within the prop and setting it to deliver short spurts.

The result: Passersby got a shot of bull breath as they approached – making the message even more memorable.

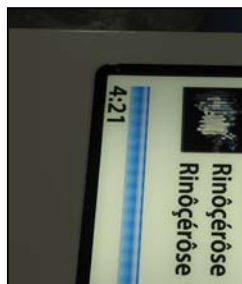


You think it up. We'll make it work.

Prop Quiz

Congrats to David Koppelman, McDonald's Media, and James O'Neill, Boston Billboards, prop quiz winners who accurately identified the Red Sox Green Monster. (There were only two correct entries so instead of drawing one from a hat, both get a prize.)

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 iTunes 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.

Denver

Week of August 14th

Mexico City

Week of August 21st

Las Vegas

Week of September 11th

Los Angeles

Week of September 18th

New York

Week of September 25th

San Francisco

Week of October 9th

Chicago

Week of October 23rd

Not Your Typical Job

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

The office team often hears a disturbingly loud sounds coming from the shop. Dreading what they might find when they investigate, they are always relieved to see that the noises are not coming from a limb-threatening mishap. Typically, it's just one gigantic steel piece striking another.

According to Terri Driscoll (half of Atomic's dynamic sales duo), "Sometimes clients can overhear the mysterious shop noises when we're on a call. I tell them that it takes a spectacular sound to create a spectacular prop."