



Volume 2, Issue 1

Congrats to Margot Thornhill of GSD&M in Austin, Texas. Many guessed correctly that the last Prop Quiz pic was of people hanging from a ledge, but Margot was the one who had her name drawn from the Blast hat.



Better buy a lottery ticket while you're on a streak, Margot! The billboard was for T-Mobile's "Don't Drop" campaign. Client: Publicis, Seattle.

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.

Whenever you have a creative question, count on Atomic to have the answer.

A Taxi Stampede!

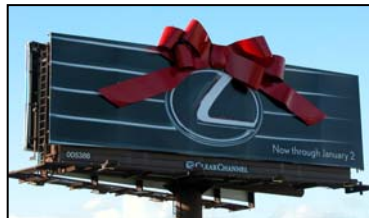
When Professional Bull Riding held its first-ever event in Madison Square Garden this January, Atomic Props helped welcome the rodeo in fitting style.



We covered five working taxis with bull-hide-like fabric. A set of horns on top completed the look. The client, TAXI, Inc., provided free rides for the week preceding the event. Client: TAXI, Inc., New York City.

Big and Beautiful

Talk about a holiday gift they'd never forget, this bow provided a lot of inspiration — and interest. The bow was thin-sheet metal bent into loops and painted red. Client: Team One, El Segundo, CA.



The Tech Edge

Sometimes getting the edge on a 3D campaign doesn't require cool technology, it takes careful public relations. The taxis in the bull getups (described at left) for example, garnered a huge amount of press.

Every local TV station in New York City covered the cabs in their newscasts. The rodeo riders were also featured in stories by the BBC, CNN and NPR, creating a buzz that extended well beyond those who saw them firsthand. A sample of the articles:

[Washington Post](#)
[Gothamist](#)

Big, bold marketing — particularly non-traditional treatments — can get you big-time press coverage. Factor in the PR edge each time you plan a particularly powerful creative approach such as these shown here.

Speaking of... the Edge

"I want to stand as close to the edge as I can without going over. Out on the edge you see all the kinds of things you can't see from the center." Kurt Vonnegut, Jr.

"The world can only be grasped by action, not by contemplation. The hand is the cutting edge of the mind." Diane Arbus

Turning Heads

What better way to promote Turning Leaf wines than with ... turning leaves? These foam leaves capture the wind, creating random movements that, "in turn," captured the attention of passersby. Client: BBDO, San Francisco.



Will it Work?

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

"We want a wave crashing into a beach ... real ice – lots of it ... fish cavorting in a bowl"... on a billboard, a wallscape, a taxi! Clients like the idea of water as a creative device. It's up to the Atomic team to figure out how to make a design look like water without causing all the problems that can happen when you use real water.



One issue with using real water is its weight. At eight pounds per square foot, it's just too heavy to function well in most applications. And just try keeping ice frozen on a billboard in Mexico City.

Instead of using the real thing, we work our magic to make it appear real. We create the illusion of fish swimming in a bowl... the appearance of a sky-high pile of ice.



Prop Quiz

It's too easy to ask what this piece is meant to be: of course (!) it's a chair. But what are the four pieces that form this unusual chair?

Send your guess to prize@atomicprops.com and you could win a 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.

New York

Week of March 5

Austin, TX

Week of March 26

San Francisco

Week of April 2

Chicago

Week of April 16

San Diego

Week of May 7

Los Angeles

Week of May 14

Mexico City

Week of May 22

Denver

Week of June 4

Not Your Typical Job

As you can imagine, things get a little wild in our workshop. It's only fitting that the break room has a jungle motif, complete with a very vine-y mural.

The setting adds a little excitement to even the most boring lunch. (No fair encouraging the gang to set off the sprinklers to simulate a real rain forest.)

