



Volume 2, Issue 3

## Beyond Wow!™

Here's what we've been up to lately. For details, call Stacy or Terri at 612-331-1335. **Whenever you have a creative question, count on Atomic to have the answer.**

### Can't Miss This Pick!

When the Atlanta's Alliance Theater wanted to promote its barber-shop inspired show, "Cuttin' Up," Atomic developed enormous hair picks as a cutting-edge promotion. The five picks, placed in bushes around Atlanta, proved so popular that some were stolen. (See video.) The picks were created from ½" white Sintra PVC foam, printed on both sides. Client: BBDO Atlanta.



### Monster Thong

This supersized thong for Havaianas was hand sculpted from foam and embedded with an aluminum support tube. An epoxy coating ensured the thong would weather the elements. Five versions were hung on wallscapes in NYC. For each, an artist hand painted the background. Client: BBDO New York.



### Beyond the Box

Atomic created these custom presentation pieces to introduce Target's newest jewelry designer, Dominique Cohen, to the company's buyers. We handmade compartments for each specific item. Ultra suede and black lacquer provided the dramatic backdrop to showcase the collection. We also created custom bags to carry the boxes. Client: Target.



## The Tech Edge

If you really want people to take note of your message, make it easy for them to take action – instantly. One creative solution (that won BBDO an OBIE this year) enables passersby to use their Bluetooth-enabled phones to vote and see their selection appear on a billboard.

Atomic Props created the voting board that featured two LED counting screens. We used both single-messaging service (SMS) and multiple messaging service (MMS) to enable as many cell phone users as possible to participate.

Ready to brainstorm ways you can add a wireless edge to your interactive display? Call the Atomic team. We'll help you add the electronic action that will deliver a crowd-pleasing reaction.

### Speaking of... Wireless

*"The wireless telegraph is not difficult to understand. The ordinary telegraph is like a very long cat. You pull the tail in New York, and it meows in Los Angeles. The wireless is the same, only without the cat."* Albert Einstein

*"I do not think that the wireless waves I have discovered will have any practical application."* Heinrich Rudolph Hertz

## Will it Work?

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

Lush, beautiful flowers or greenery in unusual places are sure to get attention. But keeping foliage thriving on a display is just about as hard as keeping that ficus alive in your office. Going live with plantings takes careful planning. Typically, the combined weight of dirt and water is too heavy for a billboard.

Smaller displays can work, as long as you can be certain the plants will be maintained. It's likely you aren't going for that "dead" look.

Your best bet? Artificial. Done right, it *will* look real. Best of all, you can control all aspects of the outcome... rain or shine.

## Prop Quiz

### Last Issue's Winner

Congratulations to Carole Lewis from Brown-Forman Media Services, Nashville. She spotted the otter-to-be from the latest prop quiz. The critter became one of 10 that topped taxis to promote Monterey Bay Aquarium's "Wild about Otters" exhibit. Atomic created two otter versions: The African spotted-neck and the Asian small-clawed. (Aren't you glad, Carole, that we didn't ask you to identify which was which?) Client: Buder Engel and Friends, San Francisco.



### This Issue's Quiz

What will this taxi topper promote? Hint: It's something all travelers can use.

- A) Breath mints
- B) Suitcase
- C) Credit card



Send your guess to [prize@atomicprops.com](mailto: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 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 August 27

### Seattle

Week of September 10

### Orange County

#### Communications Expo

September 25, Hyatt Regency Irvine

### Chicago

Week of October 1

### 2007 OAAA Creative Seminar

November 8

The Palms, South Beach, FL

### San Francisco

Week of November 12

## Not Your Typical Job

When we created the parachutist prop for MINI's Hammer & Coop campaign, we needed someone to serve as the model for the male form that would swing in front of the billboard.

Shop tech Tim leapt at the chance to "hang out" at work. He

strapped on the harness and provided the real-life perspectives our artists needed to create the form figure.

