



Volume 2, Issue 4

Beyond Wow!™

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

Bridezillas on the Bus

Four wedding dresses by the designer Tomasina were put to unusual use to promote WE TV's Bridezilla series. These authentic designer gowns graced bus shelters in New York and Chicago. Client: WE TV, Jericho NY.



High and Dry

When DHL wanted to showcase their customer service commitment, Atomic helped create big-time buzz. Oversized umbrellas provided extra weather protection on bus shelters and prompted consumers to text to receive a five-day weather report from DHL on their mobile phones. Atomic created the umbrellas from aluminum panels.



In another piece, box seats were perched on a billboard overlooking AT&T Park. The seats were hung on a welded steel frame. Each had a seat number and detailing to resemble actual seats. Client: Ogilvy & Mather, NY.



Mini Escapes... Maximized

Westin Hotels & Resorts wanted to showcase what it really feels like to relax and get away from the ordinary. Atomic helped capture that essence through billboards featuring skydivers, a gorgeous flower in full bloom, a Zen garden and other experiential scenes. Each was crafted from sculpted foam and painted to match client artwork. Client: Deutsch, New York, NY.



In Honor of Terri



As you may already know, our dear friend and colleague Terri Driscoll passed away on September 21, 2007.

Since January, she had been fighting a recurrence of cancer. She was doing well until a sudden decline.

Terri was such a vibrant person, with so much life and energy; it's hard to believe she's no longer with us. We've heard many stories of how Terri made a difference in someone's life. We are now collecting these stories in a memory book for her daughter and extended family.

If you would like to share a story in honor of her life... a favorite memory of something Terri said, or did, or meant to you... tell us in an email. We'd love to hear from you: memory@atomicprops.com.

Speaking of ... Life

"The question is not whether we will die, but how we will live."
Joan Borysenko

Will it Work?

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

"What if we [*insert your wild idea here*]? Is it possible?" "What will it cost to [*insert your even wilder idea here*]?" No need to wonder. Now you can get all the answers you need before you go too far down any one creative path.

When you want to know if an idea is feasible, call on the Atomic team to consult with you. Our engineers and designers can help you determine if that great concept is worth pursuing.

If it is, we can help you make it a reality. If it isn't feasible, we can recommend alternatives to help you achieve the desired effect with out added costs and complications.

Prop Quiz

Last Issue's Winner

Congratulations to Adriane Genova at WOW NY. She knew that distinctive breath mint case when she saw it. The prop topped 10 cabs promoting Altoids Dark Chocolate Dipped Mints throughout San Francisco. Client: Leo Burnett USA.



This Issue's Quiz

What will these become?

- A) Hot dog buns
- B) Pill capsules
- C) Air bags

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 for Atomic Props & Effects by High Point Creative, LLC.

Coming Your Way

Likely we are 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.

Miami

Week of November 5

Houston

Week of November 12

Kansas City

Week of November 19

New York

Week of December 3

Chicago

Week of January 14

Atomic Updates

KC Textor has joined the Atomic Props sales team. He comes to us from Clear Channel, with 22 years of client-side experience.



KC recalls that one of his first projects with Atomic Props (20 years ago) was creating a steaming bowl of soup supersized on a billboard.

Count on KC to put his knowledge and experience to work on your creative challenges. Reach him at 612-331-1335 or kc@atomicprops.com

Kim Kuklok has been promoted. Her new title is: *Super Glue*. That means she'll keep everyone on track, from the shop to sales. (She's been basically doing exactly that for seven years. Now it's official!)

