



# ATOMIC BLAST

An Explosion of Ideas and Inspiration



Volume 3, Issue 2

## BEYOND WOW™

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

### Moonvertising Coming Soon

This viral campaign captured a lot of attention with Rolling Rock's ploy to illuminate the moon with a promotion for its popular beer. (The promotion sends you to moonvertising.com, which lets you put your own message on the moon – and captures your email address for future Rolling Rock communications.) Atomic Props created 44 inflatable moons. Each was illuminated internally to cast a distinctly lunar glow. Client: Anheuser Busch.



### Sun Power

This billboard is powered by 20 solar modules, which can generate 3.4 kilowatts of power — more than enough to illuminate the billboard at night. The promotion helps Pacific Gas and Electric Company (PG&E) highlight the California utilities' commitment to the environment. Client: Venables, Bell & Partners.



### Coming Your Way

Stacy Colson and KC Textor, 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.

#### Seattle

Week of June 9  
Week of June 30

#### New York

Week of June 23  
Week of July 21

#### Denver

Week of August 4

#### North Carolina

Week of August 11

### Your Turn

Which of these interactive or viral elements are you integrating into your campaigns?

- Twitter
- Text messaging/mobile campaigns
- Landing page URLs
- Live events such as flash mobs
- None. Why should I?

[Share your thoughts with us >](#)

[See how others responded >](#)

## Tasty Tempter

The Nesquik bunny invites you to “come to your happy place” by slowly shaking an enormous glass of chocolaty goodness at you. In addition to making the glass move, Atomic Props engineered the straw so that it swirls around the glass — maximizing the motion mojo. The billboard was on display in Miami for four months. Client: McCann Erickson.

