



ATOMIC BLAST

An Explosion of Ideas and Inspiration



Volume 3, Issue 3

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.**

Car Spa

Spa treatments, such as candles and acupuncture, invoke feelings of well being ... just the metaphor for inspiring confidence in your car insurance. BooneOakley created an innovative "car spa" campaign to show that "State Farm gives you the coverage you need for that peace of mind." Atomic Props created three dashboard candles billboards and five acupuncture billboards, which were displayed in Los Angeles, San Diego, San Francisco and Sacramento. The candles featured Lexan flames backed by 60-watt bulbs that glowed at night. **Client:** BooneOakley.



Size Surprise

When you want people to take a new look at healthcare, one effective way is to create much-larger-than-life examples of those items you prefer to avoid at the doctor. Atomic Props created six place-based props that appeared throughout Minneapolis/St. Paul to call attention to HealthPartners' "A New Way to Look at Healthcare" campaign.

Any of these would make you look twice; each was designed to withstand interaction with the public:

- 7' tall urine cup (definitely gets your attention – and sends a few shivers down your back)
- 6'11" tall tongue depressor (that could double as a surfboard)
- 7'2" tall pill (now *that* will cure what ails you)
- 9'2" tall syringe (not for the faint of heart)
- 4'3" tall file folder (at least it wouldn't get lost on your desk)
- 7'1" tall swab test (just open your mouth and say, "YOW!")

Even More WOW on the Web!



Introducing our new web site overflowing with our surprising range of projects. Wondering if we've ever...? You'll find it in the portfolio, organized by [Industry Category](#), [Type of Media](#) and our [Archives](#). *Take a look.*

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.

New York

Week of September 8

Week of October 13

Week of November 3

Colorado

Week of September 15

North Carolina

Week of September 22

St. Louis, MO

Week of October 20

Los Angeles

Week of November 10

Client: Preston Kelly (formerly Kerker & Associates).



Wish You Could Do More? (Without actually doing more?)

The deadlines keep coming but your internal resources are tapped. Turn to Atomic for help getting those concepts ready for production or estimating. As a proven prop specialist, we provide *à la carte* design services including:

- Creative conceiving
- Storyboards
- Pencil-sketch layouts
- 3D computer-rendered designs/models (Form Z)
- Design animation
- Table-top concept models
- Computer lighting design
- Drafting/CAD



Trust us to keep the work moving and free your team for other key activities. (Visual examples: billboard/spectacular layouts, signage model.)

Prop Quiz

How big is big? Guess the number of urine cups (filled with any liquid you care to consider) that would fit into the giant urine cup causing a stir on Minneapolis/St. Paul streets.

- A. 887
- B. 1,265
- C. 27,874



Send your guess to prize@atomicprops.com and you could win your choice of a Starbucks or Target gift card

