



# ATOMIC BLAST

An Explosion of Ideas and Inspiration



Volume 4, Issue 1

## 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.*

### Creating a Stir



Starbucks Coffee has partnered with (RED) to raise awareness and funds for the Global Fund, which is working to eliminate AIDS in Africa. To introduce this partnership, On the Go Marketing asked Atomic Props to produce the disc and stage for a special event that took place in Times Square the day after Thanksgiving. Within a two-week deadline, we built the stage, the red parentheses, and the disc that turned 180 degrees to reveal the Starbucks logo when announced. The event welcomed people to a coffee tasting and an opportunity to make their own contributions to the Global Fund.

**Client:** On The Go Marketing for Starbucks.

### Get Inspired



Peruse our surprising range of projects to spark your next amazing idea. Our online portfolio is organized by Industry, Category, Type of Media and Archives.

### 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.

#### Boston

Week of March 2

#### New York

Week of March 2  
Week of March 23

#### Denver/Boulder

Week of March 16

#### Miami

Week of April 6

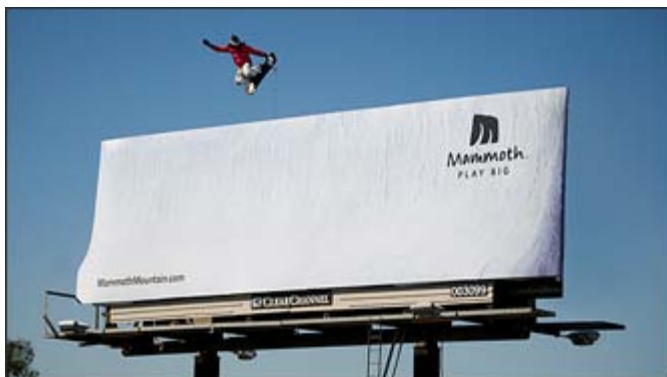
## Undone Done Big!



Between the billboards and the cab toppers, these undone Levi's undid a lot of spectators. And they're not done yet. First, four billboards appeared in Los Angeles last summer. They generated so much interest that they were reposted in San Francisco and New York. Soon after, additional boards were created and displayed in Miami and Chicago. The taxi tops were used throughout New York — no small achievement given that New York prohibits 3D taxi top displays. Atomic Props, working with Show Media, got around that problem by using a vacu-form acrylic to achieve that alluringly unbuttoned look. When it comes to cost-effectiveness, these pants really have legs.

**Client:** Outdoor Media Group, Los Angeles; Show Media, New York.

## High-Flying Fun



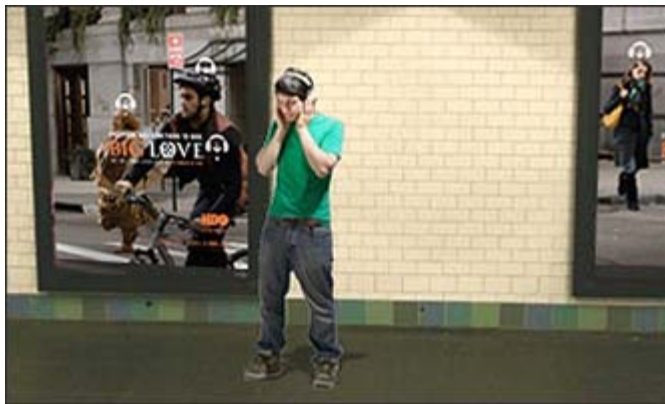


Mammoth Mountain Ski Resort invites you to play big – in a big way. Virgin snow about to be plowed by a boarder says it all, and this billboard captures that message convincingly. Atomic created the mannequin based on photos that the clients took of snowboarders hitting their stride.

**Client:** David&Goliath, El Segundo, CA.

### **A Talking Ad: Will it Work?**

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



An interactive campaign that both engaged and rewarded helped ensure that HBO's "Big Love" season premiere would be widely viewed. Atomic Props designed and produced one of the key engage-and-reward campaign elements.

HBO purchased a station-domination program consisting of 42 back-lit posters placed side by side in the tunnel that runs between 42nd Street Times Square and The Port Authority Bus Terminal. The posters feature headphone jacks next to the people portrayed in the pictures. Using your own headphones you could plug in and listen to each person's secrets — much like tuning in to the many secrets that make up the "Big Love" storyline. Atomic Props created the design, which included the circuitry and components needed to enable people to eavesdrop easily.

## Prop Quiz

How many times a day do these seagulls have to be chased away from their perch?



- A. More than 8
- B. 3-5
- C. 0

Send your guess to [prize@atomicprops.com](mailto:prize@atomicprops.com) and you could win your choice of a Starbucks or Target gift card.

