



SPECIAL EDITION: GETTING BIGGER RESULTS ON A SMALLER BUDGET

Likely you are challenged by shrinking budgets and nervous clients. The long-term economic outlook is anyone's guess right now. But that uncertainty doesn't mean you have to short-change your creative.

There's no question that 3-D and other larger-than-life tricks pack more power into your campaigns. The key is figuring out how to get more panache for less cash. Here are five ways:

1. Do 3-D differently. When a concept calls for the depth and drama of 3-D, consult with us to determine how to best get the impact. For example, you can use "flats." These are layered cutouts that can deliver that 3-D look more cost-effectively than full 3-D sculptures. Or, if the concept calls for life-size people, we can use mannequins instead of carving foam figures. This can cut the costs up to half.



2. Expand your creative, not your footprint. Instead of buying multiple locations, buy fewer and make those really spectacular. Even the simplest "wow!" effect will stand out more than a traditional billboard. And all the added buzz your creative generates increases the value of the campaign without adding a penny to the cost.

3. Go viral. Create an experience connected to your campaign and spread the word via your web site, YouTube, Twitter – and the many other ways to alert people that something special is happening. That experience will make your message more memorable. (In the example shown here, viewers were invited to vote by sending text messages.)



4. Lower your perspective to raise awareness. Instead of billboards and other sky-high installations, buy taxi tops, transit shelters and place-based props. These are more affordable and pack a powerful punch when combined with a "hey, look at that!" prop.



5. Consider renting instead of buying LED signs. Electronic LEDs are a great way to attract attention and Atomic can help you find the sign configuration best for your particular project.



The bottom line: Don't abandon that wildly creative idea. Call us and we'll figure out a way to make it work within your budget.

Need to get more done with fewer people?

Tap into our creative services to help you keep the work moving. We offer:

- Animated CAD models to help your client visualize the concept
- Concepting to jumpstart that next great idea
- Creative services, including design, drafting, lighting, and camera-ready art

How much would it cost for ...

A great big bow?

[Check out our standard prices](#) on holiday bows. Whether you need the bow to be 5' long, 50' long or any other size, we'll help you wrap your campaign in unmistakable style.

For details, call KC or Stacy at 612-331-1335. Whenever you have a creative question, count on Atomic to have the answer.

