

The Atlas Solution: Stimulate the Economy, and Creating Buzz

The client is an upscale shopping center that opened just two years ago in the middle of a working class area of Queens, New York. An outdoor center, the owner found that the most difficult time of year was the post-holiday winter months. With the economy slumping in January '08, the Shops wanted to create something that would generate a lot of attention, speak directly to consumers concerns about the economy, and drive traffic to the center. theKbuzz looked for a hot button issue regarding the economy - which, at the time, was the decision to mail stimulus checks to taxpayers. Atlas Park launched its own stimulus package. We dressed a promo team as Lady Liberty and Uncle Sam, and handed out single dollar bills with stickers attached to them, which were marked with "The Atlas Solution. A website explained the mission to help the local economy by injecting \$20,000 of private funds into the hands of consumers. Customers who shopped at Atlas and wore their sticker would be eligible to win cash in increments of \$1 to \$1000! Touting the program as Atlas's solution to the economy -- the program generated a ton of interest from consumers, bloggers and media alike! A PhD economist argued our plan could plausibly help the local economy. We established a Facebook and MySpace page, along with a YouTube channel. Popular vlogger Katers17 released a video with her authentic thoughts. Featured on local print & tv, in the New York Times, as the top story on Yahoo, and in dozens of blogs, this program created a lot of buzz! We distributed over 60,000 as well as the \$20,000 in cash. The shops experienced a 20% lift in traffic, and some stores were up as much as 45%.

Client: The Shops at Atlas Park / Atco Properties

Agency: theKbuzz

Budget: \$70,000

Date of Campaign: February 20th - April 20th, 2008