

Atomic Beta Race ski

Communication of performance

At the outset of the program to design a new collection of racing skis for Atomic, it became immediately apparent to the team that Atomic needed to better capitalize on its sponsorship and media presence in down hill racing. The project the team looked for parallels in other industries and identified what Atomic needed. The iconographic checkered flag pattern that we all know and associate with winning in automotive racing had all the necessary ingredients to suit the communication needs of Atomic. A series of new designs were developed to closely link the checkered pattern with the Atomic logo. The objective was to transpose the values (advance technology and winning) associated with Formula One racing with the Atomic brand. A successful end result is when sports spectators and skiers alike think Atomic when they see a checkered pattern anywhere on the slopes.

