

ATN, NRA E-Blast

ATN ad that I wrote for inclusion in a 2022 NRA Newsletter. Hed was capped at 70 characters and body copy needed to stay within 300 characters.

The THOR 4 is ATN's flagship thermal rifle scope series. My strategic angle was to appeal to the conventional crowd by highlighting THOR 4's futuristic, advanced features that are housed in a traditional-looking rifle scope. I also wanted to gear the messaging towards the "everyday serious hunter" willing to spend more for a premium thermal scope to manage predators.



Embrace the Darkness. The Next Generation of Thermal Scopes is Here.

Step into the future with ATN's ThOR 4 Series thermal rifle scopes. We give serious hunters unparalleled nighttime clarity and superior functionality with the look and feel of a traditional scope. Range-find, record the action in HD, and so much more.

Predator control has never looked so good.