

PROMOTION ANALYSIS GAMING AND NON-GAMING

- Harrah's New Orleans (New Orleans, LA) – sent a direct mail offer for a free gift card to various VIPs. In the offer reviewed, the player was guaranteed to receive at least a \$250 gift card for coming in and redeeming the offer. But the gift card value was increased to \$375 if the player earned 6,200 Base Reward Credits® on the redemption visit, \$500 for 8,300 credits earned, and \$700 if 10,500 credits were earned.



- Horseshoe (Hammond, IN) – held a promotion on four dates in November, offering its Seven Stars® players 10X points on those days, Diamond players 7X points, Platinum players 5X points, and base Gold players 3X points. In addition, on each of those days, four players were selected to receive 100X points and two hundred players were selected to receive 25X points.

WIN UP TO 100X BASE REWARD CREDITS

November 1, 8, 22 & 29

Seven Stars 10X
Diamond 7X
Platinum 5X
Gold 3X

Swipe your Total Rewards card at the Promotional Kiosk to activate your multiplier.
 Gamble at Horseshoe on these select days and be 1 of 4 each day to win 100X Base Reward Credits. 200 will win 25X Base Reward Credits each day.

“Ah, the famous ‘point multiplier’ promotions. If guests see value in your point rewards, then they’ll see even more value in your 2X, 3X, 10X, 100X point days, right? Right?”

“Point multipliers have been pretty successful for most casinos, when done right. They have a high perceived value among players, and when the casino’s rewards program includes already desirable benefits, well, players just get them that much faster. But there are some cautions.

“Sometimes, if the multiplier is too aggressive or targets the wrong players (e.g. video poker players), the promotion can become mathematically suspect and the casino can get ‘upside down’ on its investment. If the multipliers become too ingrained (e.g. ‘2X Tuesdays’), they can lose their motivational ability and become ‘entitlements.’ Competitors can up the ante in sort of a point multiplier ‘bidding war,’ where no one eventually wins, except perhaps the player that is being fought over. And sometimes, even point multipliers can’t overcome certain casino doldrum times, like graveyard shift or the week before Christmas.

“But point multipliers have some marketing power, much like cannon powder. Just keep the powder dry, wait for the right moment, and fire when it can do the most good.” – D.C.

WASHINGTON

Angel of the Winds Casino (Arlington) – World’s Friendliest Employee Calendar



Calling itself “The World’s Friendliest,” Angel of the Winds Casino backed up its brand with a 2012 wall calendar filled with photos of their employees. (The year before, they featured casino cartoons). Each month sports a large photo of the members of a different department, staged in their actual work areas. Photos were taken at department shift changes to capture day and swing employees. Starting with Keno in January and continuing with Table Games (posed behind a craps table), Poker (in front of their wall of promotions), Katie’s Kitchen, IT/Marketing/Admin, Facilities & Housekeeping, Totem Club (with the booth in the background), Security, Cashiers, HR/Receiving/Finance, Slots, the final photo is the Watershed Restaurant and Lounge. Virtually everyone is smiling ... even Finance (OK, some of the security guards were wearing their “I’m at work and you’ll take me seriously” expressions, but they are wearing happy, red shirts). The calendar opens with December 2011, displaying 30 pictures of winning players with their giant jackpot checks. The calendars, created as the December Totem Club gift-of-the-month, were distributed to all the employees and given to over 8,000 guests at the players club, with or without the coupon from the monthly mailer. They were also distributed at the local Chambers of Commerce.



“They titled the calendar ‘Friendly Familiar Faces.’ And from the looks of the department

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members, it seems there's no doubt. In addition to keeping Angel of the Winds top of mind (the calendar has large squares for posting important dates and planned casino visits), the calendar speaks critically to brand. Every month boasts smiling employees, many of whom are likely to be familiar to regular customers. And the casino is truly walking the walk of their 'friendly employee' brand by highlighting the value of their friendly staff and reminding patrons of their service every day. When asked what they like best about a particular casino, loyal customers always mention 'how I'm treated by the employees,' or 'the employees are really friendly,' or 'the employees know my name.'

"According to John Cronin, Angel of the Wind's Marketing Manager, the calendar was a hit with employees and customers. 'Some of the employees were camera shy, but many of them have personally told me that they want in next year, even if they have to come in on their day off. Some players requested employees' signatures on their calendars, like a yearbook; many said it's nice to wake up to our friendly faces.' John also shared that the October picture was of a department that works on their lower level with no windows. When brought outside on a beautiful day for the photo and some sunshine, one employee needed to wear his Elvis sunglasses because it was so bright." – T.O.

Suquamish Clearwater Casino Resort (Suquamish) – Beat the Boss



Steven Buechler, Poker Manager

To overcome the challenge of a slow Tuesday night in the poker room, Clearwater's Poker Manager created a "Beat The Boss" Hold 'Em Tournament. In addition to the player buy-in, the casino added a \$100 bounty on the manager's head (he didn't pay to play and wasn't eligible to win any of the prize pool). Steven moved from table to table, filling in when they were short (instead of using



Steven's "Beat the Boss" costume, created by one of his employees.

the standard "closest to the big blind") and so that every player had a shot at the bounty. While this was a disadvantage to him, the goal was to expose him to all the players, give them a chance to beat him, and give out the \$100 to whomever knocked him out. (Note: The one time he did win, the bounty was carried over to the next week and doubled).

To spark interest in the tournament and drive players to the casino's website and Facebook page, a special feature was created by their graphic arts team. Customers could play a game online where they were challenged to "Beat the Boss" in a boxing ring. Steven's voice was recorded and his face was photoshopped onto a boxer's body; the goal was to land three accurate punches to knock him out. The game ended with an invitation to "Beat the Boss" at the real thing in their No Limit Texas Hold 'Em Tournament.

The result of this promotion was a three-month uptick in Tuesday night action, increased revenue both in tournament fees and live play, and a great time for the players.

"Since the World Series of Poker craze cooled down, keeping poker rooms open and profitable has been more and more challenging for casinos. Many continue to provide the games as a service or loss-leader ('I like to play while my wife plays slots'). But some casinos are still finding ways to keep the excitement up while keeping costs down. Steven Buechler, Poker Manager at Clearwater, speaks with pride about his 'Beat the Boss' promotion. In his words: 'I may not know a lot about poker, but I DO know my customers