



Creek Nation Casino hired us in 2005 to help this Tulsa-based casino differentiate itself from a growing variety of regional Indian gaming casinos. They had grown frustrated with the me-too efforts of their specialist agency and were looking for a group that would give them more attention and better results. At that time, Creek Nation Casino, despite its premier location, felt like they were not getting their fair share of affluent south Tulsans. Cherokee Casino was by far the preferred entertainment destination among local casinos.

SITUATION

Creek Nation Casino hired us to specifically address three key areas of their business:

1. Increase the number of players in the casino.
2. Attract a higher socio-economic group of players.
3. Increase overall casino revenues year after year.

INTELLIGENCE

Assessment: We conducted account planning to assess existing perceptions among key audiences in order to determine the appropriate brand development/differentiation strategies.

Planning revealed that the prevailing perceptions of the Creek Nation Casino brand at that time were extremely negative, even among loyal patrons. The facility was considered dirty, smoky and cheap. This information was discovered just as the casino was constructing a new addition with higher ceilings and a larger gaming floor. And plans were seriously underway for the new casino that is now complete.

Findings: We defined the Creek Nation Casino core customer at that time as a serious gambler who smokes. Specific operational recommendations to help build a better customer relationship:

1. Serve alcohol (they did not serve alcohol of any kind at that time because of the damage alcohol had wrought on many tribal members).
2. Improve the environment.
3. Improve customer service.
4. Treat the serious gamer as a VIP.

THE ONE THING

For the serious gamer, Creek Nation Casino lets you play now without many of the distractions you find at other casinos.

INFLUENCE

The Campaign:
We Know Why You Play.

Elements included TV and radio produced by the agency. The casino's in-house team produced print, outdoor, airport, POS, direct mail and other campaign materials.

IMPACT

- Goal 1: Increase the number of players in the casino.**
Creek Nation Casino's customer database grew 63.52% in the first 12 months of the campaign. By the third year, it had tripled.
- Goal 2: Attract a higher socio-economic group of players.**
Between the value of the cars in its parking lot to its coin-in results, the net worth of the casino's average customer seems to have improved.
- Goal 3: Increase overall casino revenues year after year.**
Coin-in growth was more than 20% the first year, followed by two successive years of 14% growth in each.