

Brand & Strategy

CASINO RESORT REBRANDING

Duration:
2018 - 2020

Role:
Multimedia Designer

Responsibilities:
Brand Strategy, Graphic Design, Video Editing, Animation

↑ 20% INCREASED
Market Reach in 4 Months

Relationship

OUR PATH TO SUCCESS

When Sky Ute invited us to participate in a RFP for their casino resort, we leapt at the opportunity to create a new relationship with their team. With our proven success in the casino industry, we were very excited to bring Sky Ute Casino Resort into the spotlight and uplift their presence in the marketplace.

We won their hearts after putting together our pitch video, which included live interviews at the casino and airports of players and travelers, connecting directly to the humans they wished to understand.

It was this unique video that I put together, combining shots of their casino and adding a customized logo animation, and our company website which I spearheaded and developed, that made them excited to work with us.

For the following 2 years, we made Sky Ute Casino Resort the go to destination in the Colorado four corners!

Goals Accomplished

- ✓ To extend reach, achieve brand awareness, and precisely target areas with the highest concentration of current players and potentially new players
- ✓ Generate increased traffic to the website and grow promotional event ticket sales
- ✓ Become THE destination for locals and those visiting the area

Uncovering the Truth

DETAILED RESEARCH

Taking on a new client means it's important to get to know them and their customers. My team and I set out to collect as much information as possible to help inform our creative strategy, and assist the media team in establishing a highly impactful deployment.

We went the extra mile, interviewing players at the casino in Durango, CO, and visiting their competition. We wanted to know what truly set Sky Ute apart from the rest, what they could improve on, and how we could bring more players into the experience.



Customer Research About the Players

We surveyed players and analyzed the current player base to uncover some informative demographic information. This included player behavior, their media preferences, how they perceived the casino, and general demographic information. We were then able to craft messages that resonated with their target player, and show up where they are the most.

Player & Staff Interviews

We interviewed players and key staff to uncover the unique value of Sky Ute Casino Resort, gaining informative insights:

- Destination casino
- Upscale yet unassuming vibe
- Feels friendly and relaxed
- Casino's staff make the difference
- Casino treats players like welcomed friends
- Regularly greeted by name and asked about their travels

Checking the Competition Competitive Audit

We visited 5 other competitor casinos in the area and noted any similarities as well as how Sky Ute stood out from the rest.

In comparison, Sky Ute had an impressive list of amenities, gaming, restaurants, and a friendly atmosphere with many locals.

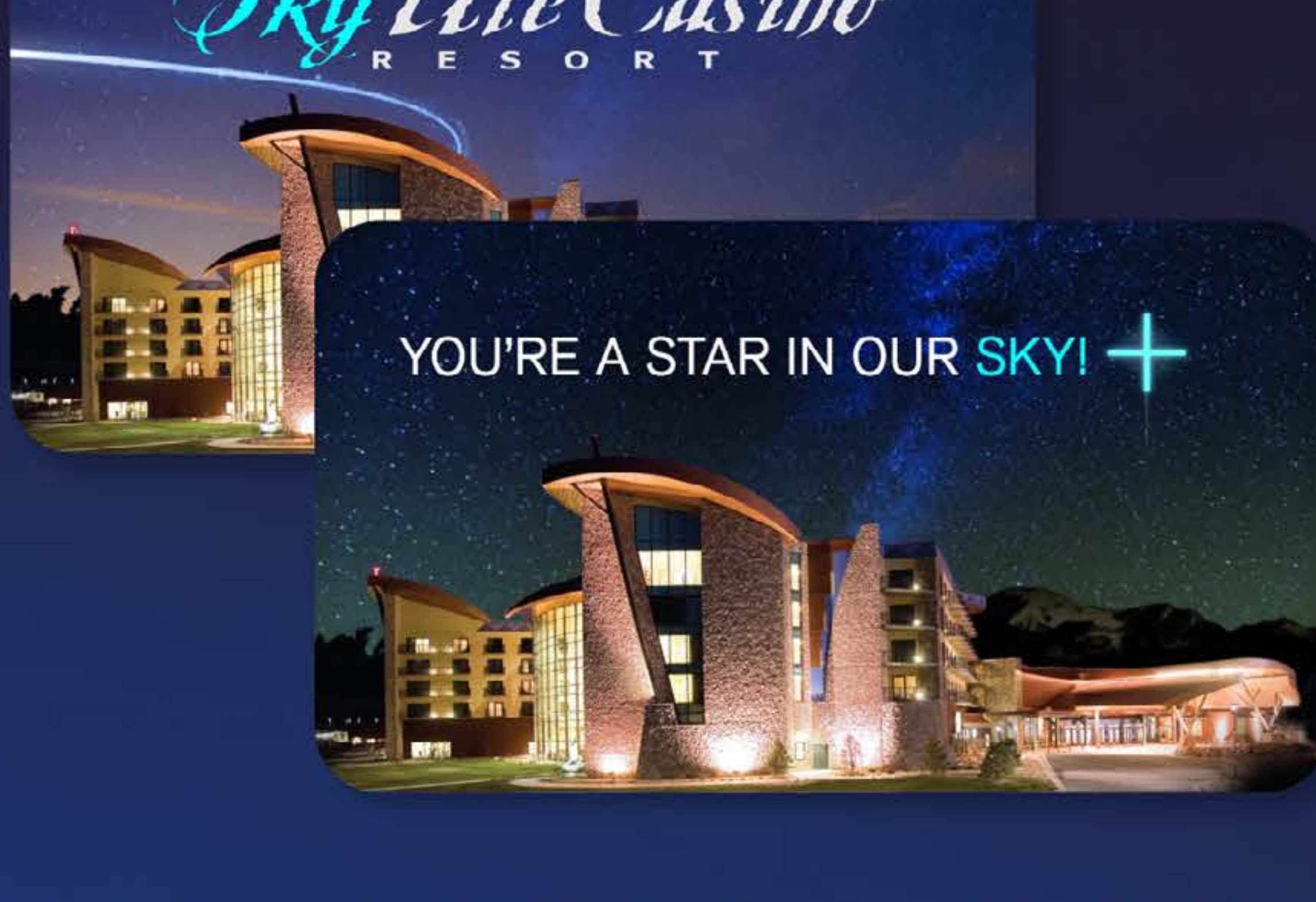
Making it Known

TELLING THE STORY

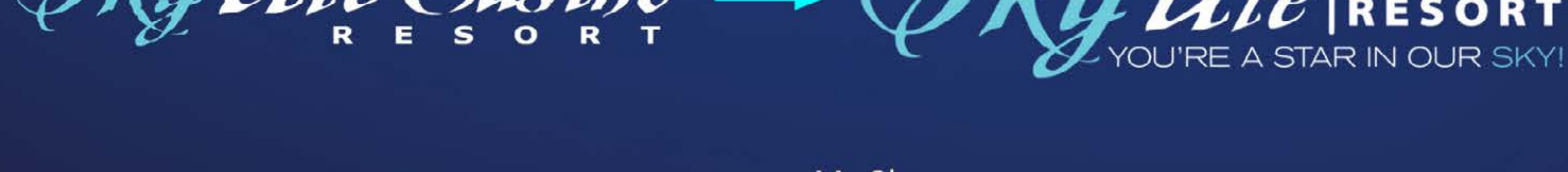
Finding Value Proposition

Telling a story about their brand, their property and all it has to offer, was the best way to involve the community and stakeholders in the experience while reaping the rewards. To give customers more reasons to come more often, and traveling gamers more of a reason to put Sky Ute Casino Resort on their travel itinerary, we chose to articulate their strengths and unique value proposition in a simple but defined message.

"At Sky Ute Casino Resort, You're A Star in Our Sky!"



YOU'RE A STAR IN OUR SKY!



My Sky The Player's Story

Sky Ute Casino Resort was all about the player and their experience. It's not just a casino, but a place to travel to and indulge in. To connect directly with customers, we developed the My Sky campaign, which emphasized unique character experiences by telling their story and showing photos that resonated with their dream resort adventure. We hinted at the "four corners" with a + to accompanied with story driven photos on each piece of creative.



The Four Corners

Action Words & Characters Setting the Experience

Another key aspect of our new branding campaign centered around connecting unique and personal player experiences in a simple and impactful way. By using action words, like "Dream" or "Delight" we tell the customer exactly what they could expect to do or feel at the casino. We paired these words with a charismatic character that personified that experience.

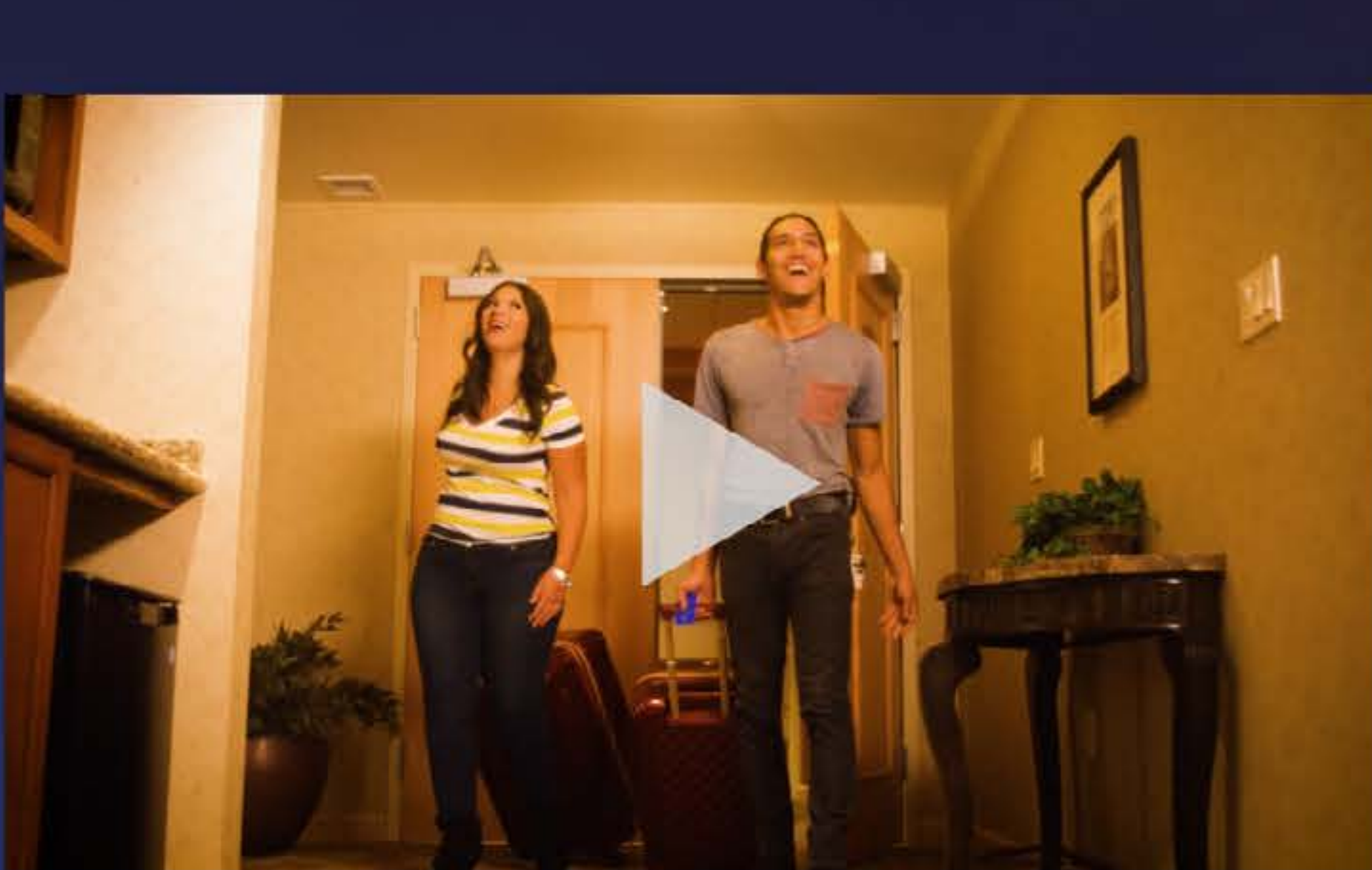
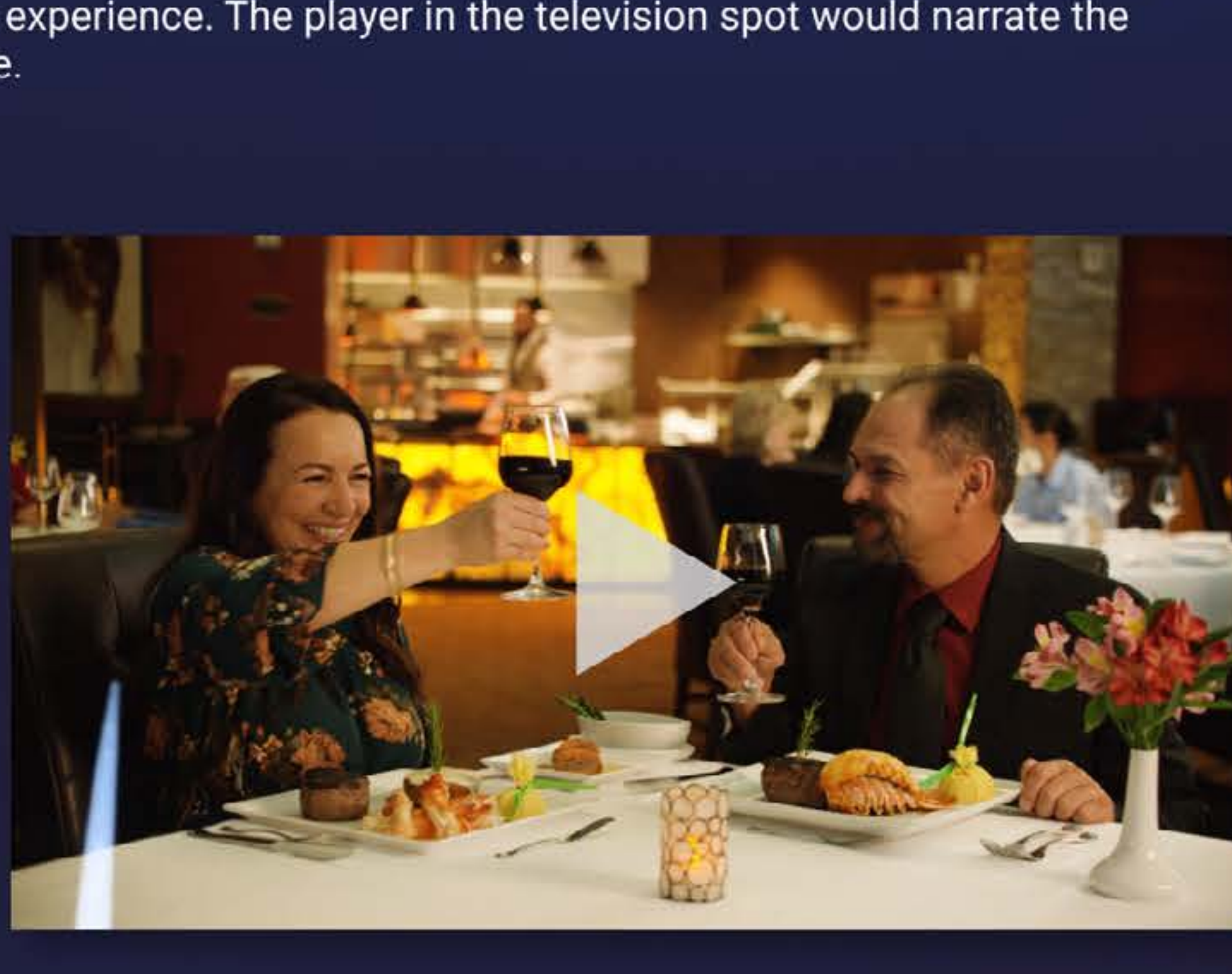
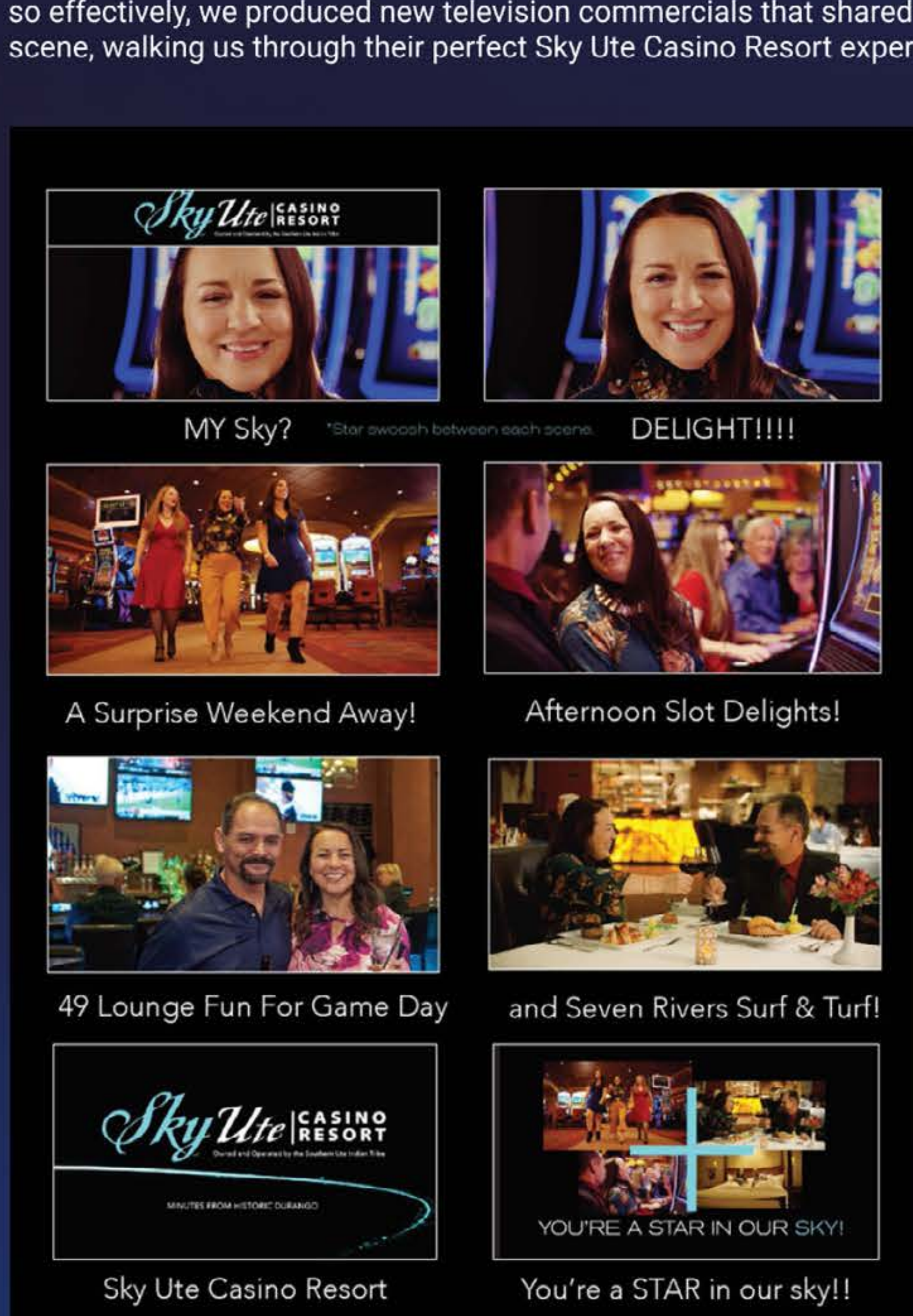


Billboards Drawing in Customers

Sky Ute Casino Resort was far separated from the busy city world, and that meant travelers needed wayfinding signage, as well as encouragement to visit the resort. It is vital that information on a billboard be minimal and clear, as the ad could only hold attention for a matter of seconds. Using our impact words and characters, we made the message loud and clear as drivers passed by along the many freeways near Durango.

Television Monthly Brand Awareness

Each month we ran a new impact word and character as our inspiration for the promotions at the casino. And in order to tell that unique story so effectively, we produced new television commercials that shared that experience. The player in the television spot would narrate the scene, walking us through their perfect Sky Ute Casino Resort experience.



Getting the Word Out Leveraging Print Media

Sky Ute Casino Resort's customers were found to be most influenced by printed media. Newspapers, magazines, and direct mailers were very effective ways to reach new players and maintain existing ones.

We designed each mailer, a booklet of all of the promotions, calendars, and events for the month, with a specific My Sky experience that emphasized the theme for that month.

