

Raving

Raving's Strategic Solutions Magazine

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Gency Warren, Admin and Marketing
Manager, Raving Consulting Company

MESSAGE FROM THE PRESIDENT

Dear Ravers,

Awards are good. Awards are nice. Raving believes in awards. There is too little recognition in our industry, or for that matter, in the business world in general.

Awards have been a part of Raving's DNA for a long time. We created the Romero Awards, now an industry jewel for BNP Media's Casino Marketing and Technology Conference. Likewise with the annual Best New Table Games Competition, a showcase for table game inventors and the centerpiece of the Cutting Edge Table Games Conference.

For eight years, the Barona/VCAT Award for Excellence in Indian Gaming Marketing was the only "body of marketing work" award for tribal casino properties, and it was eagerly sought after and duly celebrated at Raving's Indian Gaming National Marketing Conference. And Steve Browne and I were tickled to receive Lifetime Achievement Awards last year, again at BNP's Casino Marketing and Technology Conference.

Which brings us to our latest award program, The Tribal Spirit of Giving Awards – Recognizing Organizations That Give Back to Their Communities, Employees and Customers (OK, OK, we like long award names). This year will be the second year that we've awarded them, as part of Raving's Indian Gaming National Marketing Conference (this year held January 30 – February 1, 2017, at Choctaw Casino Resort in Durant, OK). Last year, 17 tribal organizations submitted 26 entries and we expect that to grow to 50 entries and ultimately to 100 in the next couple of years.

I enjoy seeing how good that casino executive feels when they get a well-deserved award. It borders on true joy. But with the Tribal Spirit of Giving Awards, I REALLY enjoy that each \$100 submission fee goes fully and directly to the Notah Begay III Foundation to support its work around improving the health and fitness of Native American youth. Now that's an award worth winning, with a winning benefit to boot!

If you are with a tribal casino, please consider entering the Tribal Spirit of Giving Awards competition. Just go to www.ravingconsulting.com/tribalspirit for entry details.

Our industry needs more awards. At least awards that are real and make a difference.

Sincerely,



Dennis J. Conrad
Gaming Award Guy

P.S. The deadline to enter the Tribal Spirit of Giving Awards is November 21. Share your stories, earn some well-deserved recognition for your hard-working teams and help NB3F help Native kids. 'Nuff said!



Cover image: This issue, we are featuring a very special drawing done in pen and watercolor by Raving's own, Gency Warren. Admin and Marketing Manager by day, artist by night. As October is Breast Cancer Awareness Month, we thought her drawing fit in so many ways ... how many women feel "different" and isolated during challenging times in their lives. Please read our special message to the ladies of gaming on page 8. Thank you to Gency for sharing her artwork – you can see more by going to www.gwillustrations.com.

Reactivation Programs That Work

Strategies to bring your inactive players a.k.a. “defectors” back to your casino

By [Tino Magnatta](#)



The strategy is always the same: let's get aggressive to drive new customers through the door using billboards, TV, print, social media, etc. The campaigns are complex, expensive, and generate very little ROI. You've invested a lot of money to get guests through the door, but what happens when they start defecting to other casinos?

The cost of bringing an old customer back is a fraction of bringing in a new customer.

Don't lose your initial investment: start marketing to your “inactives.” These customers are not really inactive – they are likely playing somewhere else – let's call them “defectors.” They haven't been to your property since you've stopped marketing to them. Most casinos stop marketing to customers after 12 months of inactivity – sometimes even six months! Of course, the primary reason is the cost of Direct Mail (DM). The most cost-efficient strategy to restart communications is email marketing.

Here are some steps you can take to get your inactive customers back:

1. Adjust your reinvestment strategy with more aggressive offers for inactive players.

Customers are offer-driven, and very likely, you're not getting the full share of wallet. Especially if a customer has defected, that means they're getting better offers elsewhere. Go back and calculate not just the reinvestment into your customer, but consider that with this reacquisition strategy, you're saving on acquisition!

So many times, we forget to compare our current strategies with others, in terms of cost. In other words, if your cost of acquisition is high, you may want to use a higher offer than usual to get an old customer back in. These “inactive” customers know where your casino is; all you have to do is give them an offer they can't refuse – the more aggressive the offer, the better the results. Try not to misinterpret aggressive with costly.

Insider Tip: Create automated triggered email campaigns for reactivation once a specific event occurs, such

as a three month or six month lapse, etc. In each of these instances, the creative and offers will need to be tailored and become more aggressive to get the customer back.

2. Email is not enough on its own for high-end customers.

First of all, casinos should look at their database and tier out all the inactives, as well as research all of their previous activity. By doing this, you get to understand a little more about how you should deal with every segment of your database. With the higher end customers, it may make sense to send them DM periodically, and it is even more powerful to get your hosts or telemarketing department (or use Raving Partner Engagex, page 26, if you don't have an internal call center) to call these customers. Calling the client requires specific skills and it's always good to have something for them based on their previous play; casino VIP event, restaurant comp, show tickets, rooms, promo chips/free slot play, etc.

3. You've got them back, so now what?

The logic behind any great marketing strategy is timing, so when does your next communication go out to this reactivated customer? How about when they're playing at your casino? Why not send them an email with a special message welcoming them back? Remember, this can be anything as it's the thought that counts. Another solid strategy is to monitor their play and if they hit a milestone, they get another offer while they're still playing that they can redeem immediately. These offers can be sent easily via triggered emails that are set up in your CRM system, which sends offers while your customers are playing and also immediately after they have left so that when that customer gets back home or shortly thereafter they have another offer.

Now your reactivated customer is more likely to come a second time and you can then place them into your normal marketing cycle, your active program.

Insider Tip: Treat the reactivation file as an additional acquisition file. Compare the metrics to other acquisition programs, not the active program. Additionally, take a lifetime value approach as these customers would never have come back without the reactivation program!

4. Perform an email append/update on your entire inactive database.

All of the above tips are based upon you having a healthy email database. However, most casinos only have about 20% of emails for their inactive players, and in many cases, the emails they have are not the most current.

Performing a full email append/update will provide a casino with the most current email address on file for their customer – giving them on average a 50% match rate within a year, and 75% within 2 years. Once you reach these levels, you'll be able to communicate to those customers who have defected in the most cost-efficient manner, and bring them back in repeatedly! As a Raving Partner we can perform this email append for you.

Insider Tip: *If a customer hasn't opened an email in over 12 months, but the email is still getting delivered, it's likely that they have changed their email address, especially if they have a "legacy" email account, such as AOL, Yahoo, etc.*

5. Final thoughts.

So now that the customer has come back, your work is not done. You need to keep that customer coming back and if they fall out again, we need to be there to get them back again. You see – you're not the only casino they're getting offers from, but if your casino has the strongest offer and, even more important, the offer came at the right time, then you will keep the customer active. Timing is everything – it's when that communication is broken that the customer defects to another casino.

Remember that the cost of bringing an old customer back is a fraction of bringing in a new customer. So your reactivation strategy is one of the most important programs that you have in your arsenal.

Meet Tino at [Raving's 19th Indian Gaming National Marketing Conference](#), January 30 - February 1. Registered conference attendees will receive a free email append match rate report or additional consultation on reactivation strategy by contacting tino@gtadvertisingllc.com.

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...ROI IS GREAT!”**

CONRAD GRANITO
GENERAL MANAGER
MUCKLESHOOT CASINO



CasinoEmailAppend.com

Golly Prabhu
golly@gtadvertisingllc.com
702 767 9175

Tino Magnatta
tino@gtadvertisingllc.com
310 699 9442

Does the Perception of Your Brand Match Up to Your Expectations and Strategy? – Part II

How to refresh your brand

By [Mark Astone](#)



In the [July 2016 Solutions Magazine](#), we talked about the importance of doing a brand assessment through research and online tools to determine what your current brand perception is among your players, the general market, and your in-house teams. Now we'll take a practical look at exactly how to refresh your brand.

Let's say your research has shown that your brand has become stale, generic or indistinguishable from your competition. Perhaps it has become disconnected from your customers or your product offerings. Or more importantly, the perception of your brand among your different audiences does not match up with your vision and aspirations. Time to get to work.

First you need to understand and state your **position** in the market. It's who you are. It's not a tagline, that comes later. Your position is your place in your customers' lives (as far as leisure and entertainment). Are you a locals joint – a hangout, or an upscale weekend getaway on the beach? Are you "Las Vegas" in the middle of the Midwest? Take an honest look at your vision for your brand and see if it matches up with the realities of your product and service. The worst thing you can do is try and be something you are not.

From your position comes the new **tagline**. A *simple* line that tells people who you are. One of my favorites is "Where Locals Win," which comes from a small, value-oriented locals casino in a saturated market of 800-lb. gorillas. This casino claims a position that is all-important to real players. Another good example is from a luxury casino that underwent a major expansion, adding a Four Diamond hotel, spa, concert theater, new restaurants and meeting space. Their tagline was "Redefining Spectacular," and did it ever!

Now it's time to develop new **creative concepts** to visually communicate your brand. There are a million different creative directions to go, but it's critical to *look like who you are*. Will your creative be

upscale and elegant, ultramodern and minimalist, classic and traditional, whimsical? Obviously if your property is rooted in a specific theme, like Route 66 or Margartaville, you already have a basis for your creative concept, but can still influence the style.

Next, it's time to build the **photographic and film inventory** you'll need to produce all of the elements that will communicate your brand: Print ad concepts, TV and radio spots, website skin and updates, social pages, in-house signage and collateral, etc.

Start by taking a look at your existing photo and film library, and see what images you want to incorporate into the new brand campaign. Be on the lookout for outdated clothing and hairstyles, and check talent contracts to see if you still have the rights to use your current images. If you haven't done a film or photo shoot in several years, chances are there's not much to salvage from dated looks to just plain fatigue from being seen for so long.

Shooting new film and photos can be expensive and if budget is an issue, here are some tips. It's better to do a small amount of shots really well than to try and do all the shots you think you need on a shoestring budget. Spreading your budget too thin will result in few usable shots overall. Prioritize your shot list – slots, gaming celebration, new amenities, hotel lifestyle, and so on. Don't take shots of empty rooms, empty restaurants, empty casino floor. Your photography, like your creative, needs to invoke an emotional reaction from the audience to influence their opinion and behavior. Use professional actors and models, never employees for your subjects. We once had to redo an entire campaign the week after outdoor boards went up because an employee "actress" went to work for the competition. Ouch \$\$\$. Stock photography is a viable alternative, although understand that the less expensive casino shots are overused and the selection is limited. Good shots cost money, but will take your creative to another level.

Once you have the film and photographic images you need, the marketing pieces can be produced. Launch all elements at the same



time and at a time that makes sense. Customers need time to warm up to new brand looks. Be sure that your leadership team is prepared for any knee-jerk negative comments that are made, especially on social media, which is a complainers' heaven.

One final word, and that's about **logos**. A new brand campaign doesn't necessarily mean a new logo, and most times a new logo is not called for. Hopefully your logo is enduring and can be seamlessly incorporated into your new brand look. Changing a logo is very expensive when you consider every possible item your logo is attached to, from monument signage to napkins. The time to change or update your logo is when your product has changed. Take Starbucks, for example. In 2011, Starbucks updated their logo and took the word "Coffee" off of it because the company had moved into so many new product categories and would continue on this path. But they kept the core of the logo the same, which was a comfort to its customers.

Refreshing or rebranding your casino property is an involved process that needs to be thoughtfully done, based in real research and budgeted for. A refreshed brand look should be consistent across all communication channels to become strong and support your brand position.

Good luck and, as always, have fun with it!




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559.252.2500

Enough with the Senior Promotions!

Today's Boomers are not your typical Senior

By [Deana Scott](#)



Over my twenty plus years in gaming, I have implemented my share of Senior Days. My favorite was “Senior Skip Day” for those “50 or Better.” I was conscious of wanting to offer a promotion with age requirements, but keeping the youthful fun.

Recently, I was sitting at home with my cup of coffee, excited to open an email from a company

whose product I love, only to find that they had sent me an email about a Senior Days promotion. This is on top of receiving a birthday card from AARP. These two offers back-to-back (both of which had the same ultimate demise, in the trash) made me ponder the offers and the marketing message behind them. I am BARELY over 50 and at the tail end of the Boomer generation. My parents are Baby Boomers/Seniors. Not me. Let me explain.

The promotion concept is solid, but maybe the actual message is alienating those at the younger end of the market who could take advantage of the offer. I get that some twenty-something marketer thought they were being nice, but obviously someone is not doing their homework regarding this generation.

Baby Boomers are the most written about and debated generation in history. They are less price-sensitive if they believe that they are getting value in the product. Retirement is not on their mind. They are beginning second and third careers and opening businesses. These are not the senior citizens coming to your Monday promotion.

According to the *Journal of Behavioral Studies in Business*, marketers should not use these seven words for Boomers: senior citizen, retiree, aging, Golden Years, Silver Years, mature, and prime time of life.

How about the following when you're naming a 50+ promotion?

- Hip Hippy Days
- Bad Ass Boomer Days
- 50 & Better!
- Young at Heart (A Coast Casinos Promotion ... nice work!)

Better yet, come up with promotions that speak to what is important to them and important in their life stage,



not their age. This generation wants options and the freedom to make their own choices. How about entertainment that speaks to their younger days as a way to attract their business without reminding them of their age? Also, create promotions that have broader qualification ranges. Remember that they are probably working a part-time job, so they aren't as flexible as their parents' generation.

I consistently hear casino operators say, “our market is dying.” This might be true, but are we really getting all the possible disposable income from the lucrative Boomer demographic? I don't think so. Boomers are still the largest generation in history, with the youngest ones just hitting 52, so there are plenty of health-conscious Baby Boomer consumers left waiting to spend money in your casino, hotel, restaurant and spa. According to Ad Age, this group still comprises an enormous consumer force, with \$3 trillion in disposable income. They are particularly open to new products and services, and contrary to popular belief, they are very technologically-savvy.

Maybe it's time to stop thinking they are dead, and start asking them what you could do to get them to visit your property more often. Engage them to assist in creating the offers and experience, and you will find that their brand loyalty soars. To successfully capture this market you have to get the offer and the message right. Sell the emotion around what your product will do for them, and don't just remind them that they are getting old and you want something from them.

Meet Deana Scott at [Raving's 19th Indian Gaming National Marketing Conference](#), where she'll be doing a hands-on workshop, “Leadership Skills Training: How to get your idea approved by your general manager, your tribal council, your community,” and presenting on the panel, “Welcome to 21st Century Tribal Gaming and the Role of a Corporate Marketer: How to succeed at marketing all of your tribe's enterprises.”

A Special Message to the Ladies of Gaming

By [Chris Faria](#)



If you're in the gaming business, there's a very good chance that you work very long hours, may have a stressful job, and on top of that may have families at home that need you. So we're betting that you put yourself last when it comes to taking care of yourself.

In recognition of [Breast Cancer Awareness Month](#), the ladies of

Raving wanted to send you a special reminder about how important you are and to take some time to take care of yourself (and we're taking it to heart as well).

Your lives may have already been touched by breast cancer. Many of you already raise enormous amounts of money for breast cancer programs at your casinos, so we know that you know ...

risk is increased if you have already gone through menopause.

- **Drinking Alcohol:** Frequent consumption of alcohol can increase your risk for breast cancer. The more alcohol you consume, the greater the risk.

Besides making time to pack a healthy lunch for ourselves, shopping for healthy food and making time to exercise, there's something else that we need to make time to do for ourselves. **Develop an early detection plan.** Yup, [there's even an app for that](#). It's just a reminder to do our monthly breast exams, go in for our annual appointments for our clinical exams, and get our yearly mammograms and other preventative tests. Sounds simple, but how many times do we make these things a priority over everything else and everybody else in our lives?

From the women of Raving to you – we want you to be around for a long, long time, being those smart, sassy, funny and wonderful women who make the gaming industry so special. Check out this [app today](#), and start making your health a priority. So ladies (and to the men reading this), remind your mother, your daughter, your wife, your sister and your friends ...

One in 8 women will be diagnosed with breast cancer in their lifetime. When breast cancer is detected early, and is in the localized stage, the 5-year relative survival rate is 100%

**American Cancer Society*

There are some things that we can't control, like genetics. But according to the [National Breast Cancer Foundation](#), there are some avoidable risk factors when it comes to breast cancer (and doesn't this list speak to a busy woman who doesn't have time for herself?):

- **Lack of Physical Activity:** A sedentary lifestyle with little physical activity can increase your risk for breast cancer.
- **Poor Diet:** A diet high in saturated fat and lacking in fruits and vegetables can increase your risk for breast cancer.
- **Being Overweight or Obese:** Being overweight or obese can increase your risk for breast cancer. Your

How Amazon Got Me to Open Up My Wallet – Part II

Using RFM at your property for smarter promotions and offers

By Az Husain



If you missed Part I of this article, [click here for the Flash! Report](#).

Recently, I traveled to Italy with my family. And in preparation for the trip, my wife and I spent time on Amazon buying things we needed for our travels; new luggage, summer clothes for the kids, guide books, etc. We amassed a significant spend with this retailer. One of the things I enjoy about

the Amazon customer experience is their ability to recommend products that I would actually purchase. During the course of my buying frenzy, I bought a bunch of stuff that was recommended to me by Amazon because they anticipated my needs.

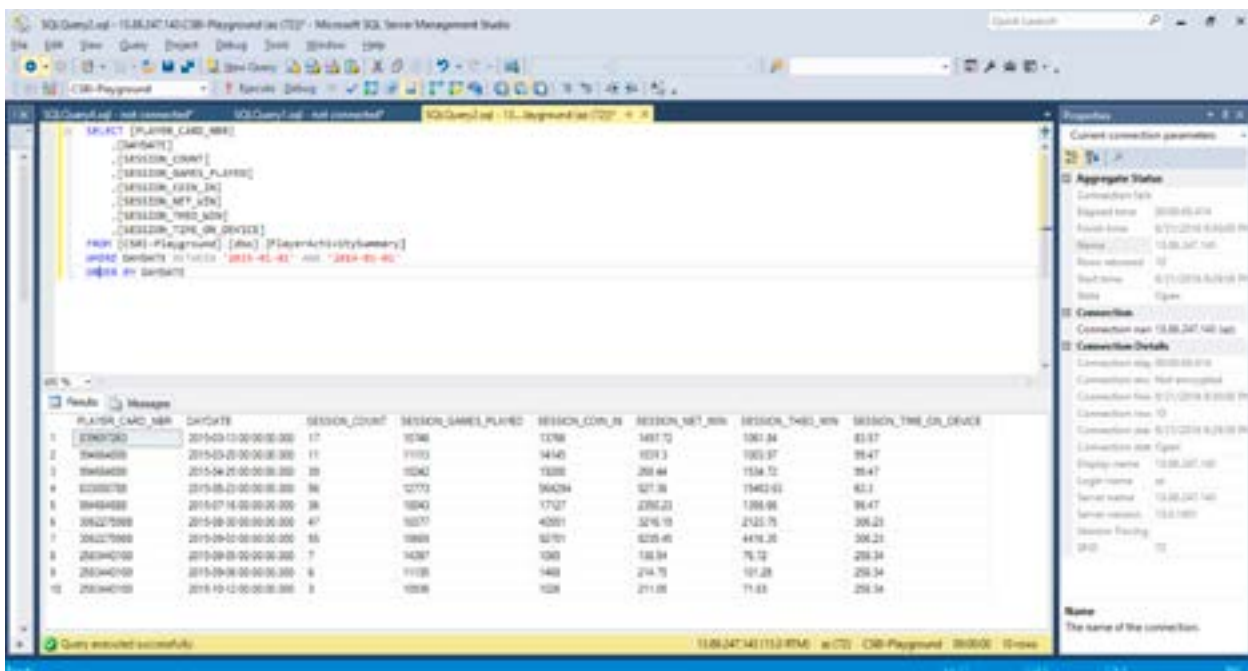
RFM analysis (Recency, Frequency, and Monetary Value) is an effective way to find engaged customers like me. It's based on the simple premise that if your customer did something recently and with some frequency, they will likely do it again. And the more likely that a customer repeats a high value activity, the higher their response rate will be when you ask them to perform that activity again.

Casino marketers can use RFM in a similar way to find engaged players and get them to open their wallet a little wider. As an Amazon customer, I had signaled my intent

to purchase more with the retailer based on my past activity. In a casino, your players are sending you similar signals. And it's the casino marketer's job to identify where the signal is coming from and then decide what to offer the engaged player.

Casino systems store data on game play, hotel stay, food and beverage spend, etc., in databases like Microsoft SQL Server. This can create two significant challenges for a marketer trying to leverage these customer signals hidden within the data. First, is the problem of time to insight. Although this data is available to the casino, access is sometimes limited to only IT professionals. If a casino marketer wants access to this data, it usually requires a submitted request to the IT team. This can be time-consuming. Second, is the challenge of limited technical skills. Extracting data from casino systems may require complex queries on multiple databases. This can be a significant hurdle for many non-technical business users.

So, let's look at a simple example. Suppose you want to build an RFM score for your players. The hardest part of this problem is extracting the player's Casino data: when was the last game played, how frequent was that play, and what is the total value of that play or spend with the casino. An IT professional can extract this data directly from the database using several complex SQL queries like the following:

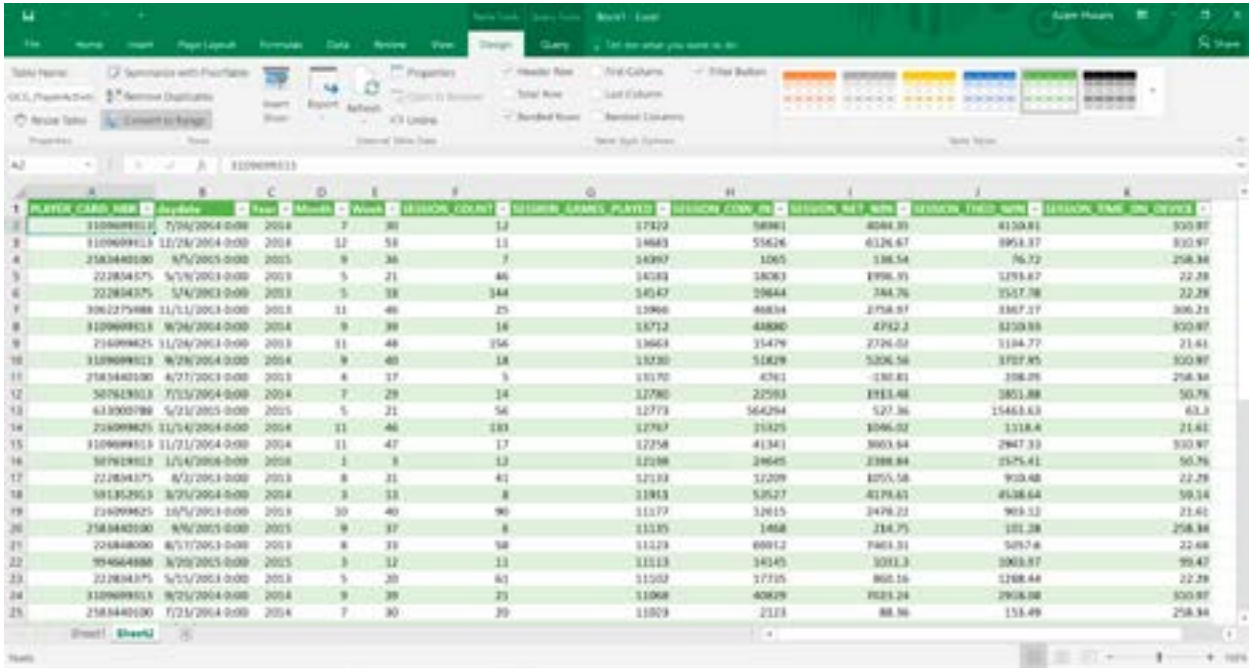


LEADERSHIP & INNOVATION

A little complicated – right?

There is a much easier way. With Excel, the same technical steps required to query and extract the data can be performed in a series of point and click actions. Excel will connect to the database and import the data directly

a promotion based on past behavior. And for those of you marketing to the “total customer” – say, one that frequently eats in your restaurant, golfs on your course, or patronizes your spa – using this data with your RFM analysis can help you understand your customer’s needs.



into the Excel spreadsheet without requiring any complex coding. And the best part is that all of this can be done by the casino marketer, NOT an IT professional. With your data in hand, creating the RFM score is then just a process of applying a weighted average to each variable – something easily done within Excel.

As da Vinci once said, “The noblest pleasure is the joy of understanding.”

Like what Az has to say? Take his workshop at [Raving's 19th Indian Gaming National Marketing Conference](#), where he'll be conducting an advanced session on, “Wanna bet that your casino has an effective BI tool that you're not using? How to Pull the Data You Want with Microsoft Technologies.”

Once you have your RFM scores, you can create a report visualization that illuminates which players to target.

With Microsoft Power BI you can create a tree map view of all player RFM scores. Players in bright red in the top left corner of the tree map are engaged players, with a higher RFM score. Players in dark blue in the bottom right are less engaged, with a lower RFM score.



This automation can accelerate your ability to identify which players should be targeted with

Prepare for Monumental Change:

Millennials and the Future Face of our Customers

By [Deb Hilgeman, Ph.D.](#)



An important new national survey is revealing how Millennials think, feel and act. This type of information is important for casinos that are trying to figure out how to market – or even whether they should market – to a segment that is already larger than Baby Boomers. As data in this article shows, it’s probably going to be even more difficult than you think.

KEY FINDINGS FROM GENFORWARD SURVEYS

Survey topics change monthly and reflect current events, such as the presidential race, gun control, terrorist attacks, economic concerns, LGBT rights, job pay equality, and other key national topics. Differences of opinion by ethnicity on these topics may be indicative of overall differences as shaped by race, age and experiences.

Following are just a few topics covered in the GenForward surveys:

	African American adults 18-30	Asian American adults 18-30	Hispanic adults 18-30	Non-Hispanic White adults 18-30	All adults 18-30
Hillary Clinton	57	50	43	25	35
Donald Trump	2	9	11	27	19

The GenForward Survey is the first of its kind – a nationally representative survey of almost 2,000 young adults ages 18-30 conducted monthly that pays special attention to how race and ethnicity shape how respondents experience and think about the world. GenForward is a survey of the Black Youth Project at the University of Chicago with the Associated Press – NORC Center for Public Affairs Research. The surveys explore the most critical political, social and economic issues impacting the United States. Highlights show how race and ethnicity help shape the opinions of the nation’s most diverse generation.

Two facts are critical in projecting how we will do business in the coming years:

1. Millennials are the most ethnically diverse segment in American history.
2. At our current U.S. population trajectory, Caucasians will be a minority within 30 years.

First, this article will review some of the key findings of the June and July 2016 GenForward surveys. Secondly, we’ll look at how population trends are redefining future consumers. Lastly, the impact and repercussions that these changes are already having on marketing will be illustrated with examples from national brands that are ahead of the curve on this trend. See what they’re doing and the fallout that it’s brought.

Who will Millennials vote for as President?

As the table above shows, political polarization is strongest among young minority voters. White voters are split politically due to their beliefs, while minorities split along racial lines.

How important are racial issues to Millennials?

African-Americans rank racism as their second-highest priority and police brutality as fifth.

Latinos rank immigration second and racism fifth.

Whites and Asian-Americans do not rank racism issues as important.

3 in 4 say wealth should be more evenly distributed:

Raise taxes on rich people.

Free college tuition.

Raise minimum wage.

Gun control vs. Gun ownership

Whites, Blacks and Hispanics are evenly split on this issue; 83% of Asians favor gun control.

A majority do not have a positive outlook on their personal finances.

40% say it's good; 24% say it's poor; and 36% say it's between poor and good.

WHAT TO EXPECT IN POPULATION TRENDS

The generation of Millennials is more ethnically diverse than any other generation in U.S. history. As the Gen-Forward surveys show, this generation also may hold the greatest divergence of opinions and preferences. This will make it more difficult to develop marketing messages and programs that have mass appeal.

The nation's demographics are on a clear trajectory: White people are dying faster than they are being born, which means that they are on target to become a minority in the United States in 30 years.

Whites currently account for 62 percent of the population but 78 percent of deaths and their median age has hit an all-time high of 43, said William Frey, a demographer at the Brookings Institution. For the first time, Whites are in the minority among children under the age of 5.

As Millennials start families, who will be having the children? According to Pew Research, Hispanics are far more likely than others to have large families. Fully half of Hispanic mothers have three or more kids, compared with 40% of Blacks. About one-third (33%) of Whites have three or more kids, and just 27% of Asian moms do.

Minority population gains accounted for 95 percent of the U.S. population increase, largely due to Hispanic and Asian immigration, and more births.

One estimate shows that the Millennial generation, those

people born from 1982 to about 2000, is the largest group in the U.S., totaling 83.1 million – one-quarter of the population. They outnumber the previously dominant Baby Boomer generation by almost 8 million.

Millennials are more diverse than any previous generation. More than 44 percent are part of a minority race or ethnicity.

WHAT THIS MEANS FOR CASINO MARKETERS

Racial messaging is rarely an easy conversation, yet it's going to be a necessary one based on surveys, polls and census data. The American population is changing and marketing will have to adjust. Major brands that rely on Millennial business are in the forefront, but it's not a comfortable place to be.

Here are some examples. In 2013, General Mills ran a Cheerios TV ad with a white mother, black father and mixed-race child. The negative response was so severe that the company had to disable the comment field from its YouTube videos. The company fought back a few months later with another TV commercial that aired during the 2014 Super Bowl and featured the same mixed family.

Old Navy is another major brand that relies on Millennial customers. Their first mixed-race family ad ran in April 2016 and created a firestorm of controversy. Some customers accused Old Navy of "white genocide" and threatened to boycott the store. It also resulted in waves of support, as dozens of mixed-race families posted their own family photos with the hashtag #Lovewins.

Personally, I've lost count of the number of photo shoots I set up for the casino I was working for where we routinely set up "customers" at a blackjack table, restaurant or on the slot floor – several white people and a token black/Asian/Hispanic/Native American. That was the type of photo that was representative of our player base, and it pretty much still is today in many casino markets.

What we need to consider when we look at the marketing long view is that in the not too distant future we'll be facing new challenges in a changing population. Being aware now that this change is coming is the first step in the journey.

Meet Dr. Deb at [Raving's 19th Indian Gaming National Marketing Conference](#).



Notah Begay III to Speak at Raving's 19th Indian Gaming National Marketing Conference

Choctaw Casino Resort, Durant, OK, January 30 – February 1, 2017



Four-time winner on the PGA Tour and a respected golf broadcaster for NBC Sports and The Golf Channel, Notah Begay III will be the keynote luncheon speaker at Raving Consulting's long-running Indian Gaming National Marketing Conference on January 31.

Attendees of the conference, who represent tribal gaming properties across the nation as well as Canada, will learn about his devotion to the health and fitness of Native communities, and in particular, the health of Native youth.

He'll be speaking about "How Helping Native Children's Health Became My Life's Mission."

Notah Begay III is a true Native American success story. In his youth, he would hop the fence to play on an Albuquerque area municipal golf course and work odd jobs in exchange for golf and driving range privileges. His passion for golf led him to become an All American at Stanford University, followed by a career on the PGA Tour and then in the golf industry.

In 2005, he started the Notah Begay III Foundation to assist Native-led organizations in reversing Native American childhood obesity and type 2 diabetes by investing in evidence-based, community-driven and culturally relevant programs. With support from organizations like Nike, the Robert Wood Johnson Foundation, and the Mdewakanton Sioux tribal community, NB3F has raised millions of dollars to make a real difference in improving the wellbeing of Native children.

In this very personal and very touching Luncheon Keynote address, Notah will share his own journey in becoming a true humanitarian, as well as the challenges he has had to overcome in becoming an authentic hero in Indian country, not for his many athletic accomplishments, but for his "Native Strong" devotion and selflessness on behalf of all Indian people.

"The Indian gaming industry, including its suppliers, can play a major part in the battle against this epidemic. I have no doubt that Notah's message will resonate with the Indian gaming professionals in attendance and enforce their personal and professional commitment to their own health and the health of their children," shared Dennis Conrad, President and Chief Strategist, Raving Consulting Company. "We couldn't have done this without the support of Janie Dillard, Executive Officer of Operations for Choctaw Nation of Oklahoma Division of Commerce, and their generous donation"

About Choctaw Casino Resort, Durant

The \$360 million resort is the flagship of the Choctaw Nation gaming industry. Under one roof, attendees will experience two casinos, two hotel towers (a total of 776 hotel rooms), 4,200 slot machines, plus a movie theatre, bowling center, laser tag and a video arcade named "The District." Choctaw's new conference center will be the site of the marketing-focused conference exhibit hall, small group workshops, presentations and Raving branded networking events. <https://www.choctawcasinos.com/choctaw-durant>



About NB3F

The NB3 Foundation is setting a standard for investing in promising and community-driven programs, research and advocacy that can prevent obesity and type 2 diabetes, ensuring healthy and successful futures for Native American children and their communities. This holistic approach seeks to increase Native American communities' access to healthy and affordable food, nutrition education, physical activity and opportunities to build healthy communities with the goal of reversing the epidemics of childhood obesity and type 2 diabetes. To date, the NB3 Foundation has served over 24,000 Native people in 13 states. <http://www.nb3foundation.org>

About Raving's 19th Indian Gaming National Marketing Conference

Since 2001, over 2,000 U.S. and Canadian tribal casino executives have attended this popular "niche" event for their gaming marketing training, as well as utilized it as a team-building experience. Attendees experience three days of relevant presentations, hands-on workshops, signature networking events and a casino marketing centric tradeshow. \$100 from each attendee registration, as well as entry fees for the Tribal Spirit of Giving Awards, is contributed directly to NB3F.

For more information on Raving's 19th Indian Gaming National Marketing Conference, please visit www.ravingconsulting.com/indian-gaming, or contact Christine Faria at 775-329-7864, chris@ravingconsulting.com.

More Than Marketing a Trinket Box ...

A story about an alligator, a promotion, and saying goodbye to a very dear friend

By [Toby O'Brien](#)



Trinket Story #1 – When your promotion is failing, maybe it's because your guests just don't "get it."

A number of years ago, one of my casino clients implemented a promotion that I had recommended. I was seeing success with a gift program in which guests earned points during a day of slot

play and received a bejeweled trinket box. You've seen them: the palm-sized box, available in a variety of designs, decorated with crystals, unique in that they open so a small gift or item can be stored inside (think cash or coins, an engagement ring, love note). The appeal of these boxes to casino customers had surprised me, but measurable results were being achieved in diverse markets, driving incremental visits and revenue.

The first time that my Louisiana client employed the promotion, the trinket box was an alligator, themed to their geographic area for appeal to a primarily local clientele. I happened to be at the property on a consulting visit the day the promotion was rolled out. Starting at 8:00 AM, slot players could take home an alligator trinket box after earning a designated number of club points. By noon, only a handful of gifts had been distributed. I was concerned ... occupancy didn't match participation, and we had previously discussed all the factors that would yield a positive outcome. *Why didn't anyone want the alligator?*

I suggested to the Marketing Director that we go down to the casino floor to check things out. The monthly mailer had been sent to players, advertising the trinket box promotion. But on the floor there was only one sign, in front of the players club, reminding guests about the promotion. There was no display of the gifts at the club or anywhere else on the floor, including the many slot areas. Although the marketing team knew that the promotion was taking place, why would it be top-of-mind to guests who had received their mailer several weeks earlier?

It was time for quick collaboration and creativity. What could we do RIGHT NOW that would breathe life into this one-day promotion before the opportunity passed? We did three things. Additional signs were printed and placed around the large casino at critical locations:



entrances, dining areas, slot areas. A large display was created at the players club by stacking the beautifully designed black boxes holding the gifts, topped with the actual alligator trinket boxes for visibility. And we engaged the security officers already posted at the five casino entrances ... each carried a single black gift box, the top embossed with the silver Zanzibar logo, the inside lined with silk, containing the alligator trinket box. Every guest who walked through the door was shown the day's opportunity: earn 250 club points today, and you can take home this gift. And look, it even opens ... check this out. They could see it, touch it.

By 3:00 PM, casino players had earned more than 200 trinket boxes. We figured it out. Collaboration, creativity, adaptability. I have always believed that there are only five or six different promotions ... all you have to do is tweak them, personalize them, make them your own, and be sure that your customers KNOW ABOUT THEM. The alligator was only the first trinket box offered by this property. They continued the program with a series of three Mardi Gras frogs and later, a fleur-de-lis trinket box when the Saints won the Super Bowl, to name a few.

Trinket Story #2 – The passionate and innovative man behind the trinket boxes, who never stopped fighting.

I met Jason Greenstein about ten years ago or so, when he was selling a version of trinket boxes for a promotional products company out of Las Vegas. We started talking about more effective ways of marketing those items to casinos (B2B) and, more importantly, to guests (B2C), and within months, Jason took the idea and ran with it, starting the Zanzibar brand and his own company, Green Man Group. I loved the product concept and could see its application in driving gaming revenue. I loved Jason's willingness to collaborate, his openness to creating unique items and programs individualized to casinos, and most of all, I loved his passion to offer better designs, better quality, better pricing, and better service to clients. He was a smart businessman, a compassionate friend, and an outstanding partner for his clients. If it looked like an order might be late in arriving, I have known him to pick



up the items and drive through the night to personally deliver the trinket boxes to his clients.

Jason and I would meet a few times a year, usually at a conveniently located Starbucks not far from my Las Vegas home (once we even met at the Tattered Cover Book Store in Denver), and we'd brainstorm ideas for casinos to leverage his trinket boxes. We designed several together ... I was most thrilled with the three-car train set we created for a casino in Carson City. He'd always bring samples of the newest items, excited to watch me open each Zanzibar-embossed gift box, remove the trinket nestled in the silk lining, look inside, admire the workmanship. We'd spend a couple hours shooting the breeze, updating each other on our personal lives, coming up with new themes for trinket boxes and concepts for using them, discussing his latest casino clients and potential clients, scheming about ways that non-profits might raise money with trinket boxes, creating a frequent visitor program with punch cards, developing themed boxes for other businesses. I'm sorry that we never found the time to develop the Westin duck program. I never made a penny from our interactions or his sales; I merely enjoyed them. He was a terrific partner for his clients. And we had an unusual industry partnership, as well.



On August 10, 2016, Jason passed away after a nearly seven-year battle with Hodgkin's lymphoma. His case was so rare and his treatment so experimental that [a story was published about it](#) in the *New York Times*. Ironically, he

died cancer-free, but succumbed to complications of a late-stage bone marrow transplant and extreme chemotherapy that was part of his treatment. Jason was still in his forties. He was ill most of the time that I'd known him, but he never stopped being optimistic, funny, excited about his work, passionate about his clients, and filled with joy about the future. I'll miss him. And all of those casino marketing folks who used the Zanzibar trinket boxes at their properties and worked with Jason will miss him, too.

An advertisement for ENCOMPASS. The background is a blue sky with a yellow roller coaster track curving upwards. A roller coaster car filled with people is at the peak of the track. The text is white and blue. At the bottom right is the ENCOMPASS logo and contact information.

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Four Guidelines for Better Slot Product Analysis

How to prioritize amidst the thousands of smaller distractions that occur every day

By [Buddy Frank](#)



“It was the best of times, it was the worst of times, it was the age of wisdom.” Surely Dickens wasn’t talking about slot analytics, but it may apply.

It is truly the best of times. There have never been better tools to help us understand what’s happening on our floor. Data visualization, big data interrogation, competitive analysis and market research have never been better.

So why is it the worst of times? Because too few of us are prioritizing analytics. Be honest: how much of your time as a slot professional is devoted to product analysis, as opposed to the thousands of smaller distractions that occur every day?

Of course you can’t ignore the fact that your slot attendant ran off with a board member’s husband, or that the new GM thinks you need to tighten everything! Plus there are the mandatory sessions on Title 31, sexual harassment, problem gaming, labor laws, MICS, purchasing practices, vendor meetings, budget formats, fire codes, the new promotion rules, and (spare me) dress codes on acceptable colors of fingernail polish! Who has time?

So how do we get to “the age of wisdom”? I can’t say that I ever truly reached that plateau, but here are some guidelines that I found to be helpful:

Forced Priority – Years ago, my boss at the Eldorado in Reno (Rob Mouchou) made it mandatory that once a month we made a formal presentation to him (with a hard copy report and the corresponding charts and graphs). It wasn’t so much about the meeting; it was the fact that it forced the slot team to be prepared. You didn’t want to go into that session and not know an answer to one of Rob’s questions. In other words, at least once a month you spent some time seriously studying the analytics. While that may sound too infrequent, you’d be surprised what this monthly discipline revealed that would otherwise have gone unnoticed. Set up a regular meeting that cannot be ignored. If you can’t do it with the GM, do it internally with your peers. And make it formal.

Don’t Ignore the Obvious – When helping test a new “Predictive Analytics” tool that Bally was developing, the first prototype report said that we should convert a bank of older 25¢ Bonus Times Pay machines to \$2 denominations because it would generate more revenue. I thought

that was silly because, of course, that would generate more revenue. But then I realized that I, and the previous Slot Directors, had ignored this simple, but productive, move for years. It was too obvious. We made the move and made a lot more money. It would be rare that there are not a few obvious, but overlooked, moves on your floor today.

Learn Your System – I can’t tell you how many times someone called me complaining about their slot system. They wanted to ditch theirs, and buy ours. When I commented that their existing system would actually do what they were complaining about, they usually hung up and bought a new system anyway. Even if you are frustrated, call your vendor and be honest about what you need. They don’t want you to be unhappy and are willing to help ... if you are willing to learn. There’s a credo in our business that “everyone hates the system they own.” While that’s a fact, you’ll like it a lot better if you learn all that it can do. Training is far cheaper than a new system. And the analytics packages embedded in every system today are far superior than they were just months ago. Learn to use them.

Get Some Help – I hate recommending products, because I usually forget someone or everyone thinks that I’m trying to sell something. However, here at Raving, we can help steer you in the right direction.

Analytic Tools: My fellow Raving Partner, Az Husain, will help you utilize the BI tools that you’ve already paid for through your [Microsoft license agreements](#), as well as other systems that you might be struggling with (as mentioned in the third guideline). I’m a huge fan of Excel and Microsoft SQL, and those are his specialties. If you are really set on getting a new system, then start with Az first.

Resources: Sometimes others can do this better than you; hiring a consultant can be the right move. Also, get yourself invited to as many User Groups as you can. There’s a lot to learn from the team at Konami’s PUSH, IGT’s CAB and Scientific Games’ EMPOWER conferences. Why graduate from the “school of hard knocks,” when you can steal great advice from these folks for free?

Raving’s slogan is “Bet Raving Knows” – and you can bet that if we don’t have the solution in-house, we know who you can go to for help.

Who knows, the age of wisdom could be closer than you think, if only you gave it a greater priority.

Ten Myths About Casino Entertainment – Part I

Clearing up misconceptions about your talent program

By [Kell Houston](#)



Throughout the years, I've seen the same questions and concerns from our tribal and commercial casino clients. I would like to take a minute here to list out ten of those issues or myths, and hopefully clear up some of the confusion.

1) I must book talent that caters to the Millennials.

Otherwise known as Generation Y, or the Internet generation (iGen), Millennials are people born between the years of 1980 and 1995. Millennials are often “echo boomers” (their parents were part of the baby boom), and they are often extremely tech-savvy. This is the talk at every gaming conference we attend. With regards to catering to them with your entertainment, I think a little bit is fine. Just remember that these people don't have the same amount of disposable income, and they are more socially driven to hang out with their friends in and around your lounge or bar. Keep them on your radar, but don't go overboard. Their time will come. If you decide to bring in a show that caters more to their demographic, don't look for much of a gaming floor bump. And remember, this kind of a show could push some of your regular customers away.

2) The inside talent buyer versus the outside talent buyer – won't I save money doing it myself?

Well, let's put it this way, in most cases, inside buyers wear several hats with a lot of other responsibilities. They seldom attend entertainment industry conferences, because of department budget constraints. You're lucky enough if you get to see them at G2E or NIGA. They don't have a good overview of what is going on all around the country, and they end up being taken advantage of by artists, agents and managers. They will typically pay a lot more for an act and will not be aware of routing in a region that will save them money. They also are behind on current industry trends and new acts that are creating a buzz in the casino world. I am not saying an inside buyer can't do a good job, it's just that an outside buyer does this for a living and has the key advantage – RELATIONSHIPS and a much better view of what works and what doesn't work around the country.

3) I want to save money and eliminate “live bands” in my lounge. I can bring in a DJ and operate more like the club scene that Las Vegas has in its properties.

In my experience, the secondary and tertiary markets are not like the Las Vegas Strip. I have watched properties cut out a very successful live music scene in their lounge

and try to go with a DJ “to save money.” Before you jump headfirst into this plan, understand your regional culture. Live music has always done well. It's typically about the quality of bands you are booking and the age of your core customer. A DJ can be very good for a more urban location, but when you get outside of those areas, just get the best local bands available. This takes some research, and the local booking agents in your area can be worth working with to build your program. For a local band to be successful, you need to look for their social media presence and go see the band play. All bands play the same music, so the question is do they have personality and presence on stage? Do they have a fan base that follows them around? These are important criteria. Remember, you get what you pay for.

4) A longer show is better – we want to get our money's worth.

This is always the wrong way to go. You are in the gaming business with soft tickets and comps. You want your customer in the casino and on the gaming floor. Concert entertainment is about drawing people in, not holding them in a concert venue for hours at a time. Seventy-five minutes tends to be a good length of time for a show. Putting an opening act on the bill is really not the best way to go, because it extends the time in the showroom and adds additional costs. Keep it simple and choose your entertainment accordingly.

5) We want to pay for our concert off the ticket revenue at the door.

Well, of course this is the goal. However, just some simple math will explain why this is an issue. The Artists/Events that are going to actually sell tickets, are going to cost \$15K - \$30K, at the bare minimum. Then you have all of your production costs, advertising and marketing for the show, the hotel rooms, ground transportation, hospitality, etc., for the performer. Your costs will then start to be \$30K - \$60K, or more. Let's take a 1,000 seat venue with 3 tiered seating as an example:

200 x \$50 = \$10,000.00

400 x \$30 = \$12,000.00

400 x \$20 = \$ 8,000.00

Gross revenue if you sell every ticket = \$30,000.00

The artists that are really selling 1,000 seats and more, are typically going to cost you in the \$40K and up range. You see the dilemma here. I recommend you evaluate the overall incremental revenue stream that concerts and events create at your property. Don't expect to pay for the artist off the door revenue.

Look for the other five myths in Part II of this article in the January 2017 issue.

The Ultimate Failure in Guest Service

How casino floor security can reduce theft dramatically

By [Derk Boss](#)



It happens on the casino floor every day and during every shift. A guest reports a missing TITO voucher, or they set down their phone or purse and now it's gone. Both Security and Surveillance are notified and an investigation is conducted. Unfortunately, the item is usually not recovered. In most cases, the item was taken by an individual who grabbed the item and immediately left the casino.

At this point, all security and casino management can do is complete their report and help the guest report their missing items to the police. While, at times, some casinos will authorize some service recovery, such as a comped meal or possible replacement of their stolen TITO with free play, in most cases the guest is left to mourn the loss of their personal property alone and without further recourse.

The aftermath of theft on the gaming floor

It's a sure bet that most guests who get ripped off in a casino are not going to come back, and they're certainly going to tell their friends and family about it. You can also imagine what gets put on social media about their experience at your casino.

Yes, it is almost a fact of life that there are people who only go into casinos to find a victim and take whatever they can. We've all seen them; homeless and common street criminals whose part of their day, if not their entire day, is spent visiting as many casinos as they can and taking everything that's not nailed down. I'm not even discussing the opportunists who just happen to see abandoned credits or a wallet dropped on the floor. Nowadays, there are a lot of people who will not turn in an item they find in the casino, they will just pocket it and go on their way. That's just the way it is.

Most Security and Surveillance departments deal with such thefts every day, and we spend a lot of time and resources trying to determine what happened to the item and whether it is recoverable. The problem with this approach is that the incident has already occurred, the item has usually been taken off-property, and there is nothing further we can do to assist the guest. The ultimate failure in guest service.

A contributing factor to these types of thefts is the fact that they usually do not result in any loss to the property. We may replace a TITO ticket or buy the victim a meal, but overall the casino is out nothing. I mention that because some security and surveillance teams view these types of thefts as the guest's problem. In their eyes, "They left the item exposed and somebody stole it. They should have been more careful." To me and other security/surveillance professionals, the fact that a guest has been ripped off is a failure in our security program and must be addressed. We tend to take that theft personally, and we should! There are things we can do to prevent most of these thefts from occurring at all!

Security and Surveillance must address the root causes of these types of thefts. There are usually two reasons why these thefts occur.

There is an existing population of individuals who regularly enter the property looking for people they can hustle, victimize, or steal from and;

Guests usually feel safe in casinos because of all the security and cameras, and thus leave things unattended that they would never dream of doing anywhere else.

Security and Surveillance can and should address both of these issues on a daily basis. We can do this by:

Positioning officers at each entry/exit point of the property to prevent undesirables from entering the property in the first place. This is an ideal and very effective approach. However, if you don't already have officers posted at the doors, it may not be a cost-effective solution.

Require security officers and surveillance personnel to constantly patrol the casino floor, particularly the slot areas. They should be looking for those individuals who behave suspiciously; not playing, wandering aimlessly (looking for victims), dirty or shabbily dressed, eyeing guests (selecting victims), talking to or loitering about other guests they don't belong with, such as a young male with an older female or senior couple, a street person hanging around a young couple at the slots and providing them tips on how to play (hustling). An approach by security to ask an individual wandering about to see if they need assistance, or to make sure that guests aren't being bothered is usually enough to move the bad guy on or may develop enough information to trespass the individual permanently.

Security should also be on the lookout for customers who may have placed their purse or phone where it can be taken, or who may be leaving their machine with credits unattended. Advising the guest to protect their property may prevent it from being stolen.

The best approach to protect guests from casino floor theft is to proactively patrol the floor with Security and Surveillance to identify and isolate those individuals who are in the casino for only one reason; to steal. If you can

move those types of individuals off your property as soon as they arrive, your casino theft will be reduced dramatically, and Security/Surveillance will have more time on their hands to protect the property.

Contributors

Mark Astone — Raving Partner, Branding, Advertising and Media Services, is the Owner and CEO of Catalyst Marketing Company. He has spent many years studying and working within the casino industry and understands what it takes to drive gamers to increase a casino's bottom line.

Nicole Barker — In partnership with Raving Consulting Company, she works with casinos across the country to harvest potential from patron databases in order to fine-tune the segmentation, messaging, and programming of multimedia and multi-channel campaigns.

Derk Boss — Raving Partner, Security and Surveillance, has served as a senior casino executive in surveillance, security, loss prevention and compliance for over thirty years with major gaming companies. The surveillance teams trained and led by Derk have a proven track record of continued success in the detection of cheating at gaming, advantage play, and internal and external theft and fraud

Carter Buck — Raving Partner, has served as the CEO of Engagex since March 2012, having previously served on the company's Board of Directors. Carter's expertise is finding the best way to integrate an outsourced contact center to drive higher marketing response rates and increase player engagement.

Comp My Play — The Comp My Play executive team consists of Brandon, Dammon, Stephanie, and Steve, with over 25 years of professional experience in gaming, mobile and social marketing, banking and unique national branding. As a Raving Partner, Comp My Play offers our clients expertise in mobile marketing, as well as a user-friendly and impactful tool for every casino marketer's toolkit.

Dennis Conrad — President and Chief Strategist of Raving, Dennis has over 40 years of casino experience, including keno writer, bartender, dealer, floorperson, gaming instructor, special events manager, casino marketing director, gaming institute director, and corporate vice president of employee training and development.

Christine Motta Faria — Raving's VP of Marketing has been the company's core marketing writer since 2001. Chris has a lifelong passion for finding and sharing unique stories of people and places through her travels, business and daily life.

Buddy Frank — Guest Contributor, Buddy Frank has over 30 years of senior management experience in both slot ops and casino marketing. Buddy assists clients with slot analysis, machine performance, mix and layout, and marketing dedicated to the slot floor.

Janet Hawk — Raving Partner, Player Development and Marketing, Janet, provides Raving clients with continued support and training in the practical skills of marketing, promotions, special events, entertainment, hotel, table games and player development.

Deb Hilgeman, Ph.D. — An experienced casino marketing executive & consultant, Deb was founding GM of Mississippi Gaming News until Hurricane Katrina devastated the state's casino industry in 2005. Deb developed and taught the first casino marketing course at Tulane University. She has an M.S. degree in International Relations and has currently completed her Ph.D.

Kell Houston — Raving has worked with Kell since 2001, and throughout the years, we have not only valued his friendship, but his integrity. That combined with his gaming savvy approach to utilizing entertainment as a tool to drive folks to the casino floor, makes him a perfect fit for Raving clients. Kell is the Owner/President of Houston Productions, with offices in Las Vegas, Minneapolis, Seattle & Vancouver, BC. Houston Productions is a proven industry leader in casino entertainment buying and consulting. Houston has worked in all aspects of the entertainment industry over the past 30 years, focusing for the last 15 years on Indian Gaming.

Az Husain — Raving Partner, is the founder and CEO of Casino Science, an analytics software and consulting company. A self-confessed "data nerd," Az helps casino operators make sense out of the vast quantity of casino data. Az helps Raving clients extract the right data from casino systems, enabling marketing and player development teams to make data-driven decisions.

Tino Magnatta — Raving Partner, Casino Email Append Services, Co-Founder of GT Advertising, LLC (GT), along with partner, Golly Prabhu. Tino and his company offer casinos of all sizes the ability to effectively grow their email database, resulting in much greater returns.

Toby O'Brien — Raving Partner, Marketing and President of Toby Talks Marketing. After 21 years in the gaming business, Toby O'Brien has launched her own company, Toby Talks Marketing. As a Raving Partner, reprising her nearly 12-year role as a Raving consultant, she will be assisting casinos in building strategies that engage employees, attract guests, and grow business.

Deana Scott — Deana Scott has 20 years of casino resort executive management experience. As a Raving Partner, she helps clients with senior level strategic training and coaching including, strategic planning & operational improvement, event & promotion planning analysis.

Going Mobile at Your Casino

More information to help you complement your existing marketing products

By Brandon with Comp My Play

For years, casinos have depended on direct mail, newspapers, and television to attract players. Today is different – the mobile device has turned the marketing world upside down. The ability to constantly increase revenue is at your fingertips – reaching players through technology, most importantly mobile apps. Savvy casino executives are complementing their existing marketing products with mobile marketing, which will drive revenue to new levels.

Here are some proven stats:

App usage (90% of time) dominates browsers in mobile usage. By 2013, reports showed that on smartphones 82% of mobile media time is via apps. Today, the latest data from Yahoo's Flurry analytics shows that 90 percent of consumer's mobile time is spent in apps. As they put it: It's an App World. The Web Just Lives in It.

This 90% figure is a key insight as companies decide whether to develop mobile apps or source their marketing efforts to mobile apps. In the time spent on Entertainment, 90% is spent on apps. This is a huge flag for the casino marketing industry to attack and capitalize on.

So, how have advertisers responded to the change in mobile media time?

Despite the growth in media time below, some advertisers are missing a huge opportunity with mobile advertising. Having the opportunity for players to view promotions, and search new and existing casino offers is a must today. The casino must embrace the mobile device, as the number of times a player checks their mobile device is astounding.

Just how often do your guests check their phones?

The average person does it 110 times a DAY (and up to every 6 seconds in the evening)!

People look at their phones the most between peak hours of 5 PM and 8 PM.

During these hours, 75% of users are actively using their devices.

This drops to a quarter of active users between 3 AM and 5 AM.

Average number of times a user checks their phone is nine times an hour.

This increases to once every six seconds for "highest frequency users."

90% of Time on Mobile is Spent in Apps



The above information was collected by Android app Locket, which monitored how many times its 150,000 users checked their phones in a day.

Mobile users and their digital offer redemption

Casinos use data algorithms to understand their marketing procedures and processes. Does your marketing strategy support the following data?

Age: Older consumers are more likely to use digital offers. "On average, a 10% increase in median age yields a 2.49% increase in activation rates for retail offers in urban U.S. counties. Increased median age also correlates with higher activation rates for retail offers."



Source: Flurry Analytics, comScore, Parson, Facebook, NetMarketShare. Note: 1/5 Jun 2015

LEADERSHIP & INNOVATION

Income: Consumers with higher incomes are more likely to use digital offers. “On average, a 10% increase in median income yields a 1.59% increase in digital coupon activation rates for retail offers. Increased median income also correlates with higher activation rates for retail offers.”

Education: Consumers with a college education are more likely to use digital coupons (in urban U.S. counties). “On average, a 10% increase in bachelor’s degree percentage yields a 0.70% increase in activation rate for retail offers in urban counties and an extra 0.18% increase in activation rate for CPG coupons in urban counties.”

The above data is from RevTrax.

The raw data revealed through this study will help brands and retailers better understand the relationship between consumer behavior and the need to align digital advertising and their brick and mortar budgets.

What is your casino’s mobile marketing strategy? Are you gathering mobile numbers from your patrons during players club sign-ups? Do you have a system in place to take advantage of these opportunities to communicate with your players who are using their mobile devices within your property?

Want to learn more about mobile apps, geofencing, and more? Meet the Comp My Play team at [Raving’s 19th Indian Gaming National Marketing Conference](#).

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Eighteen ways to increase revenue and provide more value at your locals casino



Marketing to the 45-60 year-old female - give today’s gamer what they want

Looking for something in particular? Articles on host development, free play, service challenges, surveillance, players clubs? Just email Amy Hergenrother, amy@ravingconsulting.com, and she’ll find it!

There Is Another Way to Speak ROI to Achieve Incremental Percentage Points ...

Without trampling your marketing strategy

By [Nicole Barker](#)



Why is ROI like Lucky Charms?

For most CFOs, it's magically delicious.

The problem for marketers like you and me? Lucky Charms comes in a rainbow of fruit flavors: a rainbow of fruit flavors that can be horribly manipulated.

Sample the following flavors to match what you are measuring to what you're trying to accomplish:

The Fully-Loaded ROI

Do you feel like you can't make a move because marketing is bearing all costs for all departments? Transfer costs can be the bane of a marketer's experience. The Hotel charges marketing rack rate instead of the cost to turn the room. Food & Beverage charges labor plus tip plus full retail for the VIP dinner. Convention Services charges weekend rates for a room midweek. One, two, three, four, this is not the time for a thumb war between departments.

When to use:

A fully-loaded ROI helps to compare like events or like options. If the outlets are operating at full capacity, the property needs to evaluate the opportunity cost of turning away business in order to make room for a casino marketing promotion.

If Hotel rooms are available, if the restaurant is sitting idle, if the convention space isn't booked, then a fully-loaded ROI doesn't make sense.

Unrealistic transfer costs are the product of measuring success of a department as a stand-alone entity. For example, the Hotel is measured by ADR, Average Daily Room Rates. A \$25 transfer cost for a hotel night is a motivator for the Department Head to prefer selling a room to a walk-in over a casino guest. The better a property can move towards aligning revenue targets and connecting casino spend with outlet spend, the better.

The Perfect Redemption ROI

Points, Tiered Cards, Direct Mail, Comps, and Promotional Offers: add them all together and your CFO will faint upon first sight. In most cases, if all offers are redeemed in one day, the player wins before he even takes a dollar bill out of his wallet. We can't punish a player for using our offers with too many disclaimers and restrictions. This is an important value to measure. Are we above 100% in any given trip based on what we've put out there?

When to use:

The Perfect Redemption ROI helps us to visualize how all our layered costs stack up. The next step in analysis is to see how many Trips a player needs to make in order to bring reinvestment down to sustainable levels. It is normal for reinvestment to take a heavier burden on profitability during the first, second, and third trips.

The Redemption ROI

This measure uses the numbers that actually hit the books. However, if redemption is low, this is not a green light to throw more reinvestment into the ring. Layered offers may win the weekend, but lose the battle for loyalty. As a marketer you have also failed if breakage is high – your offers aren't compelling and the deployment of your offers isn't interesting. Aim for full redemption. Be prepared for perfect. Be profitable with actual redemption.

When to use:

The Redemption ROI is good for use during the budget process. It is useful to predict how much actual marketing spend will go against revenue. What makes this calculation more interesting is if it is used for different segments of players. Do higher worth segments provide a higher ROI because their redemption is higher or lower? How do low and medium worth segments fare? Does distance from the casino or proximity to a neighbor change ROI?

The Sunk Cost ROI

CFOs like the Sunk Cost ROI. Everything and the kitchen sink are added as expenses against revenue. They can attach the cost of the carpet to your promotion. They can attach the cost of the taxes and tithes they pay to an activity.

When to use:

Ask yourself, does this cost exist if the promotion didn't exist or the coupon wasn't redeemed? Most often ROI needs to be used to evaluate when and if an additional activity should be deployed again. As a marketer, you should not have to fight to assess whether the lights should be turned on. Reposition the discussion to focus on incremental costs that drive incremental revenue. If incremental costs drive incremental revenue, a 99¢ tchotchke that drives \$1 in revenue makes sense.

The last two are proactive means of using ROI.

Longitudinal ROI

Longitudinal ROI focuses on lift over a period of time during and after a promotion. Players tend to play less on days that they participate in a promotion. The hour spent at the concert robs time at device. However, did participation in the event drive more Trips in the month or more Total Monthly Theo?

When to use:

Drawings and other contests usually last for more than one day. Expand the time horizon of your calculation of ROI. Did you win marketshare? Did you win loyalty? Did you change behavior in the time period before the event as compared to a time period after the event?

ROEngagement

Evaluates the count of participants and the behavior that follows. The above measure looks at Trips and Theo. This measure looks at Count. How much money did it take to create a buzz about your property? Connect a cost to the number of Likes on Facebook. Connect a return to number of New Card Sign-Ups associated with the sponsoring of a charity event.

When to use:

ROI expectations should change based upon the end goals of an activity. An Acquisition activity will have a

smaller ROI than one that is exclusively set to retain VIPs. Return on Engagement gives us another opportunity to measure results that have a longer halo effect than what can be demonstrated by Actual Win/Loss returns for the day. Return on Engagement is solely meant as a comparative metric to evaluate like activities to determine what new endeavors are better suited to drive results. Not all results have to be based on Theo or Trips. Engagement shows us that the conversation has begun and can give us insight into whether we hit the mark and made a lasting impression with the customer.

Nicole will be addressing the topic of ROI in an advanced workshop during [Raving's 19th Indian Gaming National Marketing Conference](#), entitled "Take Command of ROI: How to deconstruct its many forms and calculate ROI so it works for you, not against you." She'll also be doing two other presentations, "Championing \$100 ADT Customers: How to develop targeted strategies for the single most important ADT segment of your database" and "Controlling Free Play and Finding Alternatives for the Low ADT/High Frequency Player."



What is your mantra? It's more than just a slogan. It's who you are. At MantraHouse, we use our experience as a full-service production company to the tribal gaming and resort industry to add emotion to your brand in a clear and memorable way. Whether it is through TV and radio spots, web videos or digital displays, MantraHouse can create content from concept to completion.

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Strategic Tips for Overtaxed Hosts

How your player development team can organize their work to prevent burnout

By Janet Hawk



Let's face the facts; the gaming industry is a highly competitive business. It used to be that gamblers had to travel quite a ways to get to their favorite gaming place. Today, it may be in their backyard. Now, more than ever, management in the casinos sees the importance of Player Development and the role it plays in return business and increased

revenue. So, the pressure is on the PD team ... they are in the spotlight and under the microscope. Often, hosts are being pulled in several different directions without clear expectations other than "increase revenue" and "heads in beds."

So, what are some things that can help your hosts get everything accomplished and not become overwhelmed?

Organize

There is no one way of organizing. Each person must create an organization method that works for them. For me, I use several methods to keep myself on task:

File folders

Full disclosure ... while I use quite a bit of technology in my organization, I still like to print out some things and use my trusty file folders. I have files for daily, weekly and monthly tasks. When I was hosting, I also had hotel reservation files and each reservation had all of the details for that trip attached, as well as separate files for our promotions. For me, I like holding a document in my hand, writing notes, and making marks with my yellow highlighter. Yes, I realize that I am showing my age, but this works for me!

Online calendar and reminders

If I don't have something written down, I will forget. Here I have advanced from post-it notes (okay, not 100% – don't judge!) to using the calendar on my iPad and iPhone. I set alerts and reminders. While hosting, I used my Outlook calendar for guest arrivals and special occasions, along with meetings and promotion reminders.

Event outlines

I use outlines for everything! For me, to create a step-by-step outline of what happens when and by whom, helps dictate timelines and keep things in order. I even used them for guest itineraries. Before the guest arrived, I went back through the list and touched base with everyone on the list to ensure everything (amenities ordered and delivery times, transportation, dining reservations, promotion reminders, etc.) was ready prior to the guest coming in.

Journal

I have a journal that I only use for work. I carry it to every meeting and use it to take notes all the time, even during phone calls. Writing gives me memory, and I now have a frame of reference if needed. It's my American Express card – I never leave home without it.

Manage your time!

Hosts must be able to manage their day, week and month while keeping the quarter and year in mind. It is far too easy to get caught up in the day-to-day or get sucked into the black hole of everyone else's current crisis.

Daily

Be proactive! Know what you are going to do every day. Without a game plan, it will be too easy to get sucked into any craziness that you really don't need to be involved in. Take the last few minutes at the end of your shift to plan out the following day, but allow some flexibility for those surprises that will likely pop up!

Use a dry erase board and lots of pretty markers for color coding. This not only helps keep me on point with my daily tasks, but also what is coming up. Not to mention, having access to a dry erase board is a great creative outlet and stress reliever. I encouraged my teammates to leave messages too, many times adding a hilarious moment to my day!

Make sure you schedule time every day to stay on top of your book of business. Using a 30/60/90 day red light/green light report or S.L.I.M. quadrant analysis is crucial in helping Hosts stay on top of their list. Focus daily on at least one of the four key elements of PD (acquisition, growth, reactivation and retention).

Weekly

Some days are busier than others, just as some shifts are busier than others. Pick the days or times that will work better for you to do your office duties (calls, outlines, letters, etc.). Sunday after check-outs was a prime time for me to review the past week and prepare for the upcoming one. Work together with other hosts to support each other. One can answer calls on the floor while another does office work for an hour, then vice versa.

Monthly

Review and adjust productivity accordingly!

Alerts and reminders

As I mentioned, these help me organize. But alerts and reminders can also help you regain direction. I send myself reminders all the time (don't forget to work on this, mail that, telemarketing, etc.).

Redirect time suckers

Far too often, the hosts become the "go-to" for everything in the casino that either someone doesn't know about or doesn't want to deal with. Know when to direct those issues to the appropriate people to handle. Hosts are not the savior for every issue that occurs in the casino.

Use the comments/remarks in your CMS

Do this every time you do something for your guests, especially if you don't have access to a sales system or

player profile. Include all preferences, hotel reservations, special events and important information about the guest that will help make every stay great. This is a great communication tool for everyone who has access to the guests' information. Did you meet someone on the floor and want to begin developing their play? Leave a comment! Is your guest dealing with a stressful situation during their stay? Mention it in comments! This is one of the best communication tools for the whole property and often gets overlooked!

Follow up

This action sometimes gets overlooked and it is vital in maintaining relationships, not only with your guests, but with your teammates. It includes:

Thank you notes (handwritten is a nice touch!).

Dispute resolution (this follow-up is vital!).

Calling (check in with your guest! How was their stay? Anything you can do to help make the next visit better?).

Here's the deal, don't let the pressure get to you. Remember to have fun! If you aren't having fun, neither are your guests. Be creative and break your tasks down to smaller sizes. Don't be afraid to ask for help if you need it, either. By using a spoon and not a snow shovel, you will be able to eat the elephant!

Meet Janet at [Raving's 19th Indian Gaming National Marketing Conference](#).

Combining Direct Mail and Call Support ...

For a supercharged marketing effort

By Carter Buck



Just say you have an important event coming up and you have a specific number of seats that you NEED to fill. How do you accomplish your goal without overtaxing your player development department?

Regardless of how many mailers or emails you send, what is the best response you can hope for? Four percent? Five percent, if you're lucky? (According to the [2015 DMA Response Rate Report](#), "telephone had the highest response rate at 9-10%. Direct mail achieves a 3.7% response rate with a house list, and a 1.0% response rate with a prospect list. All digital channels combined only achieve a 0.62% response rate ...").

If you need better than your typical postal mail response, what do you do?

Why direct mail and phone calls work together

Recently, a casino client was planning a large, signature event and it was extremely important that the turnout reached near capacity. The client stated that they were hoping for a ten percent response rate for attendance. After more discussion and a little more than a 3-week lead time, it was clear to the client that it would be a stretch to get a ten percent inbound response from direct mail alone. That's when we offered to help the direct mail campaign achieve its goal.

They used a direct mail piece to announce the event, and they would utilize phone calls for follow-up calls and reservation reminders.

They did not have the internal capacity to do the outbound calls. Nor did they have the capacity to efficiently handle all of the RSVP calls. They hired Engagex as an extension of their player development department to handle all the incoming calls and to make the personalized outbound calls.

By combining both direct mail and phone support, this is what happened:

Campaign Design

Target of 10% RSVP response rate.

Short timeframe, high volume of calls.

Direct mail followed by a personalized phone call.

Direct Mail/ RSVP Campaign Details

Send one Direct Mail piece to segmented player database.

Receive and verify inbound player reservation line for player development team.

Send daily updates of RSVP list for player development team to print event certificates.

Make outbound dials to those who have not made a reservation.

Did you know?
Using a phone call to deliver your next promotion can drive a 13% response rate.

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(800) 515-8734 | get.engagex.com/casinos

Make personalized reminder/confirmation calls 48 hours prior to the event to remind players of their reservation.

The Results

Inbound calls from the Direct Mail piece generated a 4.4% response rate.

Outbound calls generated an additional 7.9% response rate.

Total Response Rate = 12.3%

When planning your marketing strategy for your next event, consider using personalized phone calls to supplement your direct mail and email efforts. The phone beats all other mediums for response rates – and fits perfectly after the customer has received the initial offer or event

piece. And if you don't have the internal capacity to handle the incoming RSVP calls with the prompt service that your guests are used to, outsourcing a call center is a good alternative. Just make sure that the call center you utilize is an "extension" of your own casino with the high standards and communication skills that your guests expect (personal calls, not recorded messages; articulate and well-informed callers).

Meet the Engagex team at [Raving's 19th Indian Gaming National Marketing Conference](#), January 30 - February 1.



Submissions Being Accepted Through November 21

Recognizing Tribal Organizations That Give Back to Their Communities, Employees and Customers

Tribal governments have a history of uncommon generosity and support in their communities.

However, most often, few outside these communities are aware of these success stories and the valuable work that is being accomplished.

- **It's time for you to share your stories NOW.**
- **Honor your team and encourage giving throughout the gaming industry.**
- **Inspire other organizations to initiate or expand their efforts by sharing your journey.**

Submit today! www.ravingconsulting.com/tribalspirit

Come celebrate at Raving's 19th Indian Gaming National Marketing Conference.

Visit www.ravingconsulting.com/indian-gaming or call Raving (775)329-7864 for more information.



CALIFORNIA

Chukchansi Gold Resort & Casino (Coarsegold) – Runway Strut!



A few years ago, Chukchansi put on a Spring Fashion Show for its VIP players. The casino hosts transformed the entertainment venue into a runway show, complete with emcee, spotlights, fine dining and sparkling décor. Chukchansi team members from various departments were used as the models and were treated to a day with a personal shopper, lunch, department store discounts and a makeover. Macy's supplied gift bags for all guests and personal shopping trips and gift cards were awarded to guests throughout the day. The event produced 60% more VIP trips than anticipated, with 53% of the invitees showing play the day before the event and 85% on the day of the event. All guests attending this "Blossom Into Spring" event had direct host contact, and tracking of guest attendance increased by 80% over other casino events.

"I like this VIP event at Chukchansi on so many levels, that it's hard to know where to start. First of all, it was a special event for special players (as a 'fashion show' would be), thus you could justify the considerable expense of the dinner, the gifts, the Macy's cards, and all of the other frills. Second, the fashion show was scheduled for a Sunday afternoon, mostly insuring that the VIPs would extend their weekend trip later than they otherwise would normally, insuring some incremental play (plus, they brought the players in on the Friday and Saturday before the event). They leveraged the connection with Macy's, a nationally-known, quality retailer, for all of the gifts, prizes and models' outfits. And they utilized their host team to put it all together.

"But the biggest reason that I LOVE Chukchansi's Blossom Into Spring Fashion show event, was the involvement of employees as models. While I might have thought employees would be a little reluctant to 'strut their stuff' on stage in front of VIPs and co-workers, it just shows

you how much hidden talent exists within the employee base (many casinos tap into this with Employee Talent Shows). And Chukchansi really played this part right by giving their 'employee models' a personal shopper lunch and a makeover before the event, no doubt boosting their confidence, creating a more professional-looking fashion show and engendering employee buy-in. Especially since the models included both executive and frontline team members!

"I can't tell you how many times I have seen casino VIP events that involved staged interactions between guests and team members around a common theme. I just returned from one where a client's management team hosted their 80 best players in an 'Executive Invitational' event, where each executive was the captain of their team in a team slot tournament format. And the interaction with the head honchos was more impressive to the guests than any of the prizes, drinks or fine food.

"We should see more occasions where customers and team members get together. Not just at VIP events, but every day on the casino floor!" – D.C.

FLORIDA

Gulfstream Park Racing and Casino (Hallandale) – Munster Mash!



Gulfstream Park held a "Munsters' Mobile Dragula Give-away," designed to drive business on Sundays, normally their slowest day of the week. The campaign kicked off with an email campaign introducing the "deadliest dragster" around – Dragula – an officially licensed replica of the original car Grandpa drove in the popular TV show, The Munsters. This collector's edition dragster was signed by George Barris, "King of Kustomizers," and was the grand prize of the promotion. Each Friday in the month, guests received an email promoting 10x Bonus Play on Sunday, where guests received 10X points and

bonus drawing tickets for the dragster. The Dragula was displayed on an elaborate set on the Gulfstream Park property and every Friday, Munsters characters posed with guests beside the Dragula vehicle for complimentary souvenir photos. On the night of the Dragula giveaway, the entire cast of the Munsters was represented. The month long event produced a 75% increase of year over year coin-in for Gulfstream Park.

"I have seen a number of casino events built around nostalgia and long running or old-time popular TV shows and characters – Wheel of Fortune casino contestant searches, drawings for Fonzie's Motorcycle, a tour of the I Love Lucy stage set, etc. This nostalgia can be a very strong draw as witnessed here with Gulfstream Park's Munsters' event, especially with boomers and whoever is older than a boomer (are there any left from this generation?)."

"Besides the 'authenticity' of the Dragula event (the restored dragster, the use of Munsters characters, etc.), I was impressed with the strategy of the month long Munster's Mobile Dragula Giveaway. The promo lasted the entire month of October. Inexpensive email tools were used to communicate on Friday for the 10X Bonus Play on Sunday, normally a slow day. Friday had its own hoopla with the Munsters characters and free photos. And the Dragula was merchandised well with a classy display on the property and promoted in an integrated and aggressive way."

"I remember watching the Munsters a little when I was a kid, and that theme may not have gotten me personally off my couch to visit Gulfstream Park, but I guarantee that anything to do with Leave It To Beaver, Father Knows Best, Bonanza or Gunsmoke would have had me down there in a New York minute! So what nostalgia will move your players?" – D.C.

NEW MEXICO

Santa Ana Star (Bernalillo) – Play it Forward!



In this award winning promotion, Santa Ana Star's Star Rewards Club members and interested community members signed up between Thanksgiving and the day before New Year's Eve to "Play It Forward." Players could choose one of four charitable causes – women, children, families, or veterans – in the Albuquerque area. Participating players received a special limited-edition players club card themed for their chosen cause. At the end of the holiday program period, Santa Ana Star donated 10% of each participant's card play to their selected cause on behalf of each player. \$140,000 was donated in total to the four charities and new member enrollment was up 15% over the prior year for that time period. And of the individuals who opted in or signed up for the Play It Forward, there was a 90% redemption rate.

"Tribes and tribal casinos are incredibly giving organizations (see this link for the [Tribal Spirit of Giving Awards](#)). I have seen numerous examples of this tribal generosity over the years, but rarely as well conceived and executed so as to highlight and benefit the tribe's casino business and its players. It's easy to write a check for a good cause, but much harder to allow your guests to choose their own cause and have real commitment to what they are doing."

"Casino players like to play. They like to receive points for their play. And like most people, they like to support worthy charities. Santa Ana Star tapped into all of this during the Holiday Season no less (duh!) and raised a whole bunch of money for some worthy New Mexico charities. But the REALLY interesting part is that they grew their players club enrollment by 15% during Play It Forward and I'm guessing they grew their slot coin-in by some percentage as well at the same time. And what's wrong with a result like that, while you are giving 140K to charity???"

“Now I do understand that you don’t want your casino (or your tribe) to be seen as too mercenary (‘Come in and play and we’ll donate to your charity’), but I don’t understand why you can’t take a ‘giving time of year,’ pair it with something your players like to do anyway (gamble) and make an additional positive result come out of it. So, while you’re thinking of writing that next check for that next charity, think about how you could make it something more, something that makes your players feel just a little bit better about those coins they are putting in your pockets. Wouldn’t it be cool for every tribal casino to take one hour of their slot winnings on one day (What about on Native American Heritage Day?) and donate it towards the health and wellbeing of Native youth?” – D.C.

Did everything go to CRAP when your Marketing Director left suddenly for another casino?

We betcha’ don’t have the time to set up interviews quickly. Two steps forward, three steps back? Is your second in command not quite ready? Need some short-term intensive training or regular monthly help? Would an interim marketing program concentrating on senior marketing responsibilities, technology challenges, database, promotions, whatever you need, be helpful? Give Amy 15 minutes on the phone. Let’s see if we can help.

Contact Amy Hergenrother today at
EMAIL: amy@ravingconsulting.com
PHONE: 775-329-7864

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Raving Conferences & Events Schedule



LIVE WEBINAR - Find Out If Your Customers and Employees Are Scamming Your Marketing Department

Wednesday, October 19 at 1 p.m. Eastern (10 a.m. Pacific)
Produced by CDC Gaming Seminars and Raving Consulting

<http://cdcgamingseminars.com>



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Marketing Table Games, An Intensive One Day Seminar for Casino Table Game Operators and Marketers

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<http://www.tablegamesconf.com>



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Choctaw Casino Resort, Durant, OK, January 30, 2017

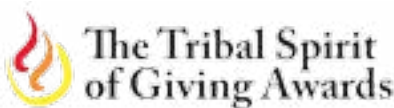
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Raving's 19th Indian Gaming National Marketing Conference

Choctaw Casino Resort, Durant, OK, January 30 - February 1, 2017

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The Tribal Spirit of Giving Awards Luncheon

Choctaw Casino Resort, Durant, OK, February 1, 2017

<http://www.ravingconsulting.com/tribalspirit>



Raving at NIGA

San Diego Convention Center, April 10-13, 2017

<http://www.indiangamingtradeshows.com>



Raving's Host Development Conference

Bally's Las Vegas, NV, July 17-18, 2017

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<http://www.hostdevelopmentconf.com>



Raving @ Casino Marketing & Technology

Bally's, Las Vegas, NV, July 18-20, 2017

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475 Hill Street, Suite G

Reno, NV 89501

775.329.7864 phone 775.329.4947 fax

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