

# RADIO case study



## Background

- **Chukchansi Gold Resort & Casino** located in Madera, CA is an entertainment hub with slots and gaming tables, nightclubs, concerts, dining and hotel accommodations.
- Client has stated an aggressive Hispanic strategy represents tremendous growth and a competitive edge among local casinos.

## Objectives

- Develop campaign strategies featuring a 360-degree approach (TV/Radio/Digital) to ensure promotional messages are front and center with our audience.
- Maintain top-of-mind awareness as a top-flight entertainment hub.
- Increase overall foot traffic with an emphasis on: slot machine + gaming tables and rewards card signup.
- Create excitement for quarterly promotional giveaways.
- Promote amphitheater settings for intimate concert dates.



## Solution

- Promotional messaging geared towards attracting Hispanic millennials 21+ to enjoy casino offerings.
- Promotional creative units included :60s, :30s and :15s that ran across over-the-air and streaming platforms.
- Traffic report sponsor for all three stations; KOND 107.5 FM, KLEL 107.9 FM and KRDA 92.1 FM.
- Exclusive sponsored promotional giveaways (tickets, casino vouchers, etc.).
  - Monthly DJs endorsement “Top 5 Songs of The Week” promotion.
  - Live Remote events with station DJs on-site at casino.

## Results

- There was a steady uptick of Hispanic patrons visiting the casino versus non-Hispanics; noticeable difference compared to previous years, especially among younger adults.
- Increase in overall revenue vs. previous years.
- Ticket sell-outs for concerts featuring Spanish music artists/bands.
- High demand for hotel guest accommodations.
- Year-over-year increase in rewards card signups.
- 50% increase year-over-year in station budget allocations utilizing 360-degree approach with radio providing a definitive lift.