




PROPERTY:

PRODUCT/PROMOTION: **PRIZE VAULT**A large, stylized image of a roulette wheel is the central focus of the page. The wheel is shown from a high angle, with a white ball resting on one of the numbered slots. The background is a deep red color. To the right of the wheel, several white dice are scattered, some showing different faces. The overall aesthetic is that of a casino.

With 250 rooms and a 2,700 passenger riverboat to fill, Casino Aztar's Director of Marketing Services, Stacey McNeil, needs to make a big impression. She does exactly that with a little help from Odds On. McNeil brought in over 1,000 players per day with a unique **\$1,000,000 Prize Vault promotion.**





Crack The Code...

As part of her overall marketing strategy to encourage increased trips from player's club members, McNeil gave Casino Aztar club members a daily chance to win \$1,000,000, paid for by Odds On Promotions, if the player's club member could enter the right seven digits and "crack the code" of the vault.

Build It and They Will Come!

Working in conjunction with the casino's facility and graphic design teams, McNeil had a larger-than-life vault constructed then filled it with a visually stunning pile of "dollar bills". She even had a large attention-grabbing flashing light and wailing siren placed on top of the vault – so that the staff could

have fun encouraging guests to step up and "Crack The Code". The final piece of the puzzle: Odds On Promotions' hand-held prize-awarding number verification unit and the \$1,000,000 prize!

How It Worked

According to McNeil, "Every member got a chance to crack the code every day. Guests appreciated getting the chance to play. We had healthy traffic with 87,000 plays during the three months of the promotion."

OVERVIEW

Objective:

Incentivize Daily Trips

Results:

87,000 Participants in Three Months

Property Size:

1,374 Slots
49 Tables

Location:

Casino Aztar* - Ohio River in Evansville, Ind.

*Owned and operated by the Phoenix based Aztar Corporation.



Ready to increase headcounts at your property? Give Odds On a call for a million-dollar promotion that will increase traffic and play, without breaking the bank!