


PROPERTY:

PRODUCT/PROMOTION: **SWIPE, PLAY + WIN**

When the Carson Nugget needed a **promotion to generate foot traffic and play**, they turned to Odds On Promotions. The result: \$1,000,000 Strike It Rich, a gold-mining themed Swipe, Play + Win game that generated measurable results in both coin-in and club membership during the casino's fall shoulder season.





Driving Traffic Downtown

With the goal of building awareness, enhancing business, and driving foot traffic to and from a diverse group of merchants located in downtown Carson City, Nev., the Carson Nugget ran \$1,000,000 Strike It Rich, one of Odds On Promotions' Swipe, Play + Win games, from October 1 through December 31, 2005. The gold-mining themed Strike It Rich game gave customers making qualifying purchases with participating businesses, as well as all new and existing Carson Nugget players club members, a free daily chance to win \$1,000,000, paid for by Odds On.

OVERVIEW

Objectives:

Increase Business
Drive Traffic to Local Merchants

Results:

100% increase in club sign-ups
15-30% increase in coin-in
85-95% participation rate

Property Size:

11 Tables
700 Slots

Location:

Carson City, Nev.



Pan, Pick or Blast For Prizes!

After swiping their club card, or scanning a bar-coded bonus play coupon, to activate the quick-playing animated game, participants used their fingertips on the kiosk's touchscreen computer, to select a mining tool and a mining location. Contestants then tried to pan, pick-axe or dynamite their way to the \$1,000,000 grand prize or win one of 20 other instant win prizes provided by the Nugget, as well as the participating merchants (including two other casinos) located in the revitalization district.

The 20 instant win prizes, which ranged from 10% discounts to an hour of double point play, were not only randomly distributed based upon the participant's theoretical win, but were frequently rotated to keep the promotion exciting during its 90-day run.



SWIPE, PLAY + WIN

At the conclusion of the game, the kiosk printed out a perforated, three-part ticket, each portion noting the player's name and club card number. The three-part ticket consisted of an instant win prize redemption coupon, a customized drawing ticket, and one of three collect and win game pieces – a coin, a gold nugget or a gold bar.

If the customer collected four matching game pieces, the Nugget awarded them with a guaranteed cash prize of \$25, \$50 or \$100. The casino also ran weekly cash drawings for prizes ranging from \$250 to \$500 on Saturday nights every hour on the hour from 7 p.m. to 10 p.m.

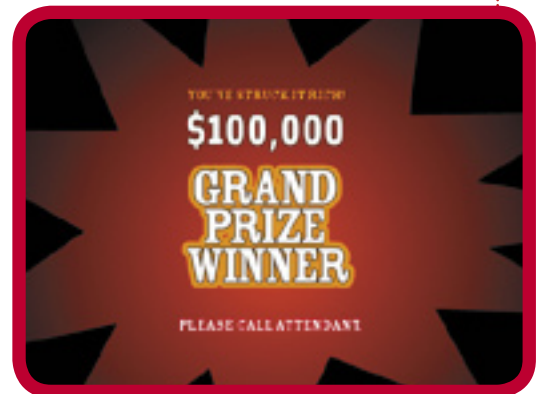
In other words, the promotion drove traffic to the Nugget and the Swipe Play + Win Strike It Rich kiosk drove traffic to the surrounding downtown merchants, and the merchants would drive traffic back to the Nugget (and the casino's slots and table games) with bonus play coupons.

According to Kelly Brant, Marketing Director of the Carson Nugget,

“We had been looking for something – a promotion – that would allow people to come in daily and participate, and when I saw some of the other games in the Swipe, Play + Win lineup I said, ‘this has everything we need.’ I liked the whole package...the fact there are three parts – well actually four – the instant prize, the collection game, the weekly drawing component and the chance to win a million dollars. It’s got all these levels that keep people interested, keep people involved in the game. And a chance to have a million-dollar prize is definitely an incentive to keep people continuing to play.”

Behind the Scenes: Customization for Carson's Players

The Carson Nugget not only took full advantage of the Swipe, Play + Win game's user-friendly prize management interface by changing out the instant win prizes over the course of the promotion, they also programmed their collect and win game to award a higher frequency of smaller cash prizes throughout the month enhancing the perception of “lots of winners”.





“Swipe, Play + Win did everything we were hoping it would do...In fact, our new accounts alone paid for all of the expenses associated with the promotion.”

Kelly Brant, Marketing Director

Brant also pointed out that they set the game's automatic bonus play standard rather high at the equivalent of \$2,000 coin-in, so it's not surprising to note that one of the property's most popular and well-received prizes was their one hour of double point play coupons, which the customer could initiate at any time period they chose.

According to Brant, **“It drove play and the customers like it. And, it didn't cost us anything if they didn't use it.”**

Striking Gold

But Strike It Rich did more than drive the desired downtown foot traffic and generate winners, it brought the Nugget measurable results. In addition to generating an 85-95% club member participation rate, the Nugget had a 100% increase in club sign-ups, as well as increases in coin-in ranging from 15-30% during their fall shoulder season.

Brant noted, **“Swipe, Play + Win did everything we were hoping it would do. It increased the visit, increased coin-in, and generated a lot of new accounts for us. In fact, our new accounts alone paid for all of the expenses associated with the promotion.”**

Summing It Up...

As for the overall experience of using Swipe, Play + Win, Brant encapsulated the promotion as follows, **“I'd sum it up as new fun every day – it's an interactive game so players are involved getting new prizes everyday – they get to make new choices every day so it keeps them interested and excited. I would recommend any Swipe, Play + Win game that Odds On Promotions has, I think they'll find that it will perform for them as it has for us.”**

Are you ready to increase incremental revenues at your property? Give our gaming promotions specialists a call at 888-827-2249.

