

Building A Personal Connection With Brand and Data



Brand – What Is It?

It's not...

your logo or name

It is...

the **meanings and emotions** that your target audience associates with that name

The combined result of your **promise, product, service and channels**

Cognitive research has shown we develop a **deeper emotional response** to brand than we realize.

The brand should permeate every aspect of your operation

Key:

Internal marketing

Research: how do players – and prospects – feel about your brand?

Consumer Research Shows Resistance...and Opportunity

65% feel too much marketing/advertising

59% feel it has very little if any relevance

62% feel marketers don't treat them with enough respect

Price is not a key factor in choosing a product

Emotion trumps matter

If they love the product, they will be your best sales people

Far less patience with brands that don't deliver

Key Recommendation

Precision

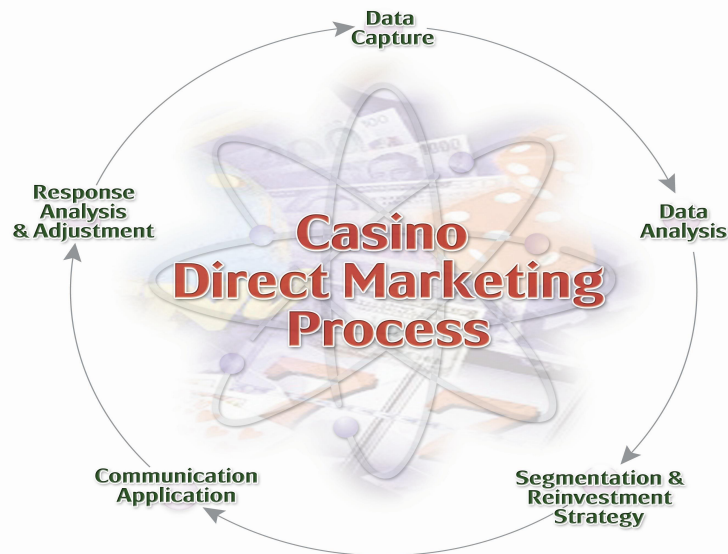
Relevance

Power

Reciprocity

Specification In Favor Of Saturation

Data And The Loyalty Process



Translate variable data into actionable communication tactic that motivates response.

In other words, get personal to make a *connection...* not just a contact

Getting Personal: Data Capture



Promote Club Benefits

Club Members Drive More Revenue

Train Hosts, Floor Personnel

Clear Concise Collateral

Design Promotions To Entice New Members



Player-friendly Process

Application Design and Questions

Capture E-Mail Addresses

Outside of Casino Preferences

Travel Method, Distance

Clean Data Entry

Key Tactic: Direct Mail

Effective Method Of
Communicating - and Connecting -
With Players

Improving Customer Retention
and Frequency of Visits

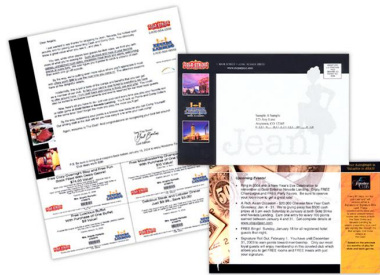
Creating New Contacts Based On Promotion
Response History (Modeling)

Reactivating Customers



Power of Personalization

Findings of a recent study based on
Static B/W Direct Mail design (no personalization)...



Adding name only increases response by
44%

Adding full color increases response by
45%



Adding name and full color increases response by
135%

Applying database information increases response by
500%

Source: Digital Printing Council White Paper, Broudy & Romano

Direct Mail Test Results: **Do Color Applications Impact Response Rates?**

CONTROL

2-color Envelope, 3-color Letter

Vs

TEST

4-color Envelope and 4-color Letter

4-Color Package Outperformed Control By 33%

Direct Mail Test Results: Letter vs. Self Mailers

CONTROL

2-color Letter and
Envelope with BRC

Vs

TEST

4-color Self Mailer



Self Mailer Outperformed Letter By 20%

Source: White Paper, *Breaking The Ceiling On Direct Marketing Response*, G.A. Wright Marketing, 2005

Getting Personal: Communication Tactics



Beyond Value, Frequency, Recency

Customize Based on Preferences/Past Response

Slots vs. Tables; Denomination

Data Warehousing to Develop Sharper Profile
and Communicate on a More Relevant Level

Players Club Point Value

Geography

Local vs. Regional vs. Tourist



Programs

Retention Jackpot Birthday

New Member Inactive

Getting Personal With Color Variable

Customize Mailing
with Text and
Images
Based On Player's
Preferences

Harold, 60, enjoys playing 25¢ video poker.

He prefers dining at
the buffet dinners and has earned a
complimentary overnight stay.

For entertainment, he enjoys
the Vegas-style midweek revue shows.

Casino USA

Casino USA, 8945 S. Highway 295, Henderson, NV 89000
(702)899-1234
www.casinousa.com

Dear Harold,

Have we got some great deals waiting for you at Casino USA!

First, you're a winner the moment you arrive with \$50 in cash! Just present the enclosed coupon to the cashier and we'll get you the green in a jiffy. And that's just the start. You'll also enjoy free dinners at the most mouth-watering buffet around...tickets to our famed revue show in the Palace Theater...and even an overnight stay in a cozy, comfortable deluxe room!

And talk about a great "deal"—check out our new Video Poker Parlor!

That's right...rows and rows of all your favorites from Double Bonus Poker and Chase the Royal to Fifty Play Draw Poker and the brand new Double Down Stud game! They're all located in a spacious new themed area—just steps from the main cashier!

By the way, you could be eligible for our first \$10,000 Video Poker Tournament, October 28-30! Just earn 400 points on your next visit and you'll have a seat to compete for the top prize of \$5,000!

So, give us a call and we'll be sure to have everything ready for you at the biggest, brightest and winning-est place around—Casino USA.

We look forward to seeing you very soon.

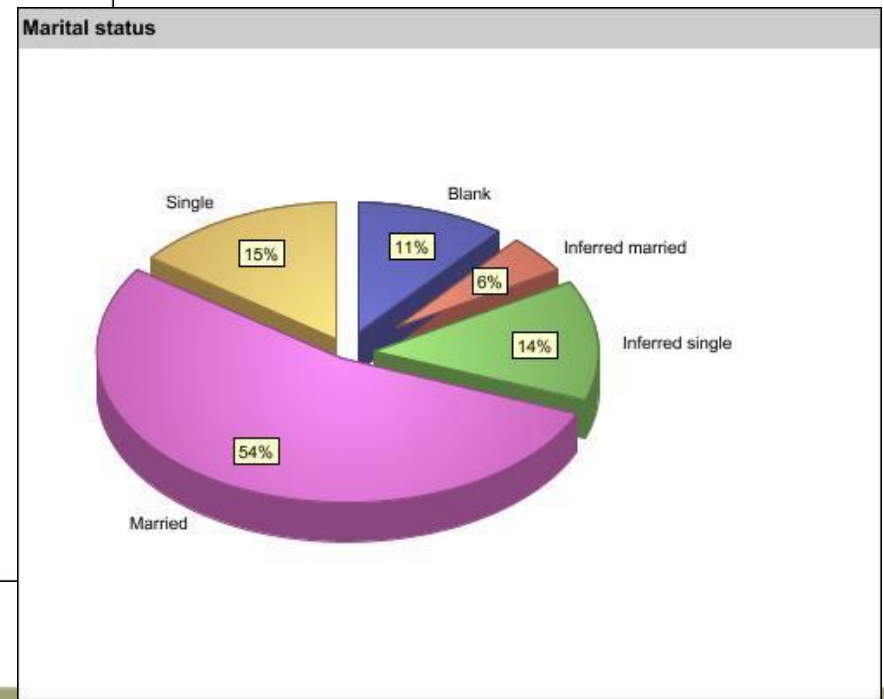
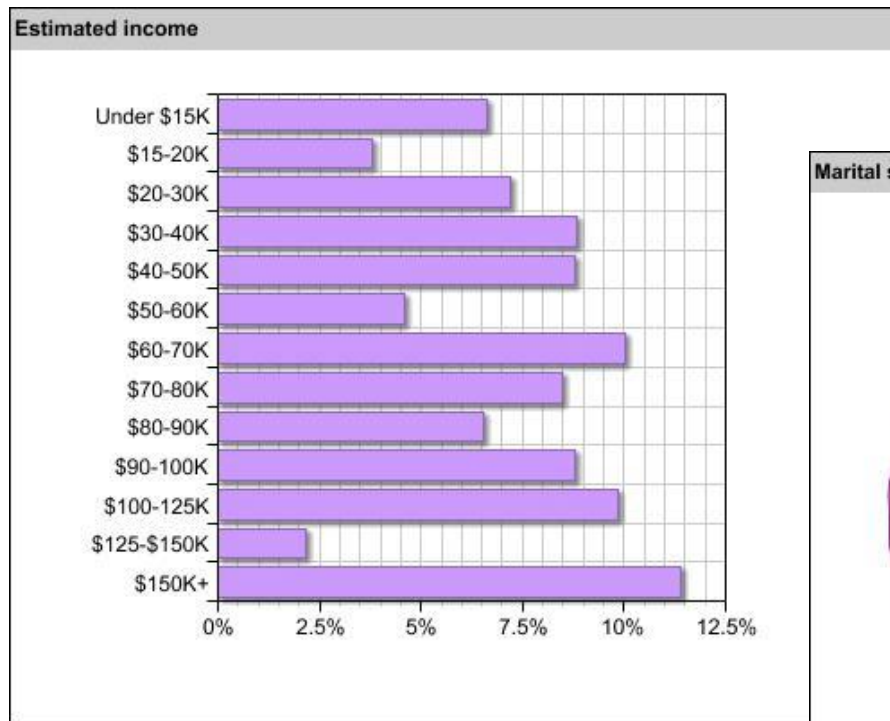
Sincerely,
Robert Jones

Robert Jones
General Manager

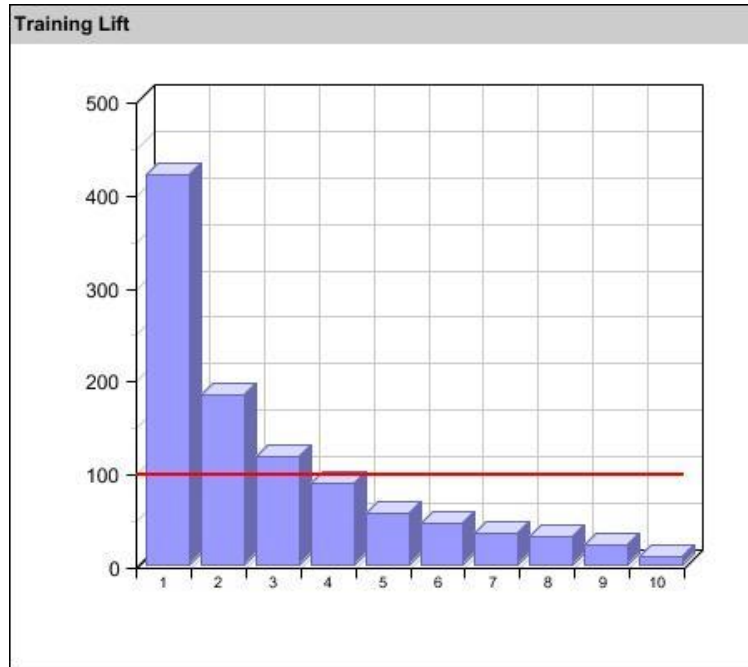
P.S. Don't forget to bring in the enclosed coupons to cash in on your next visit. And remember to use your Casino USA card every time you play to get everything you deserve!

Getting Personal To Acquire New Members

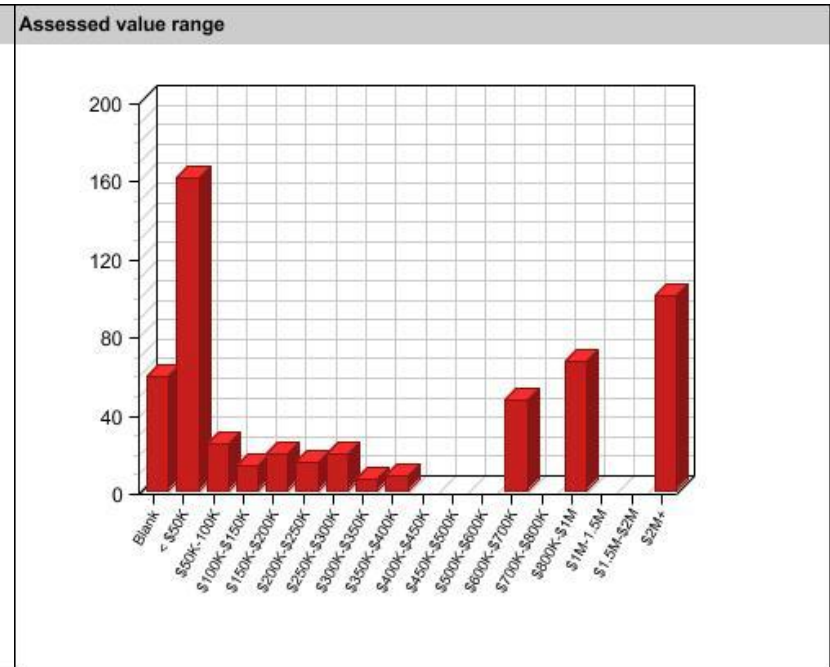
Step 1



Getting Personal To Acquire New Members Step 2



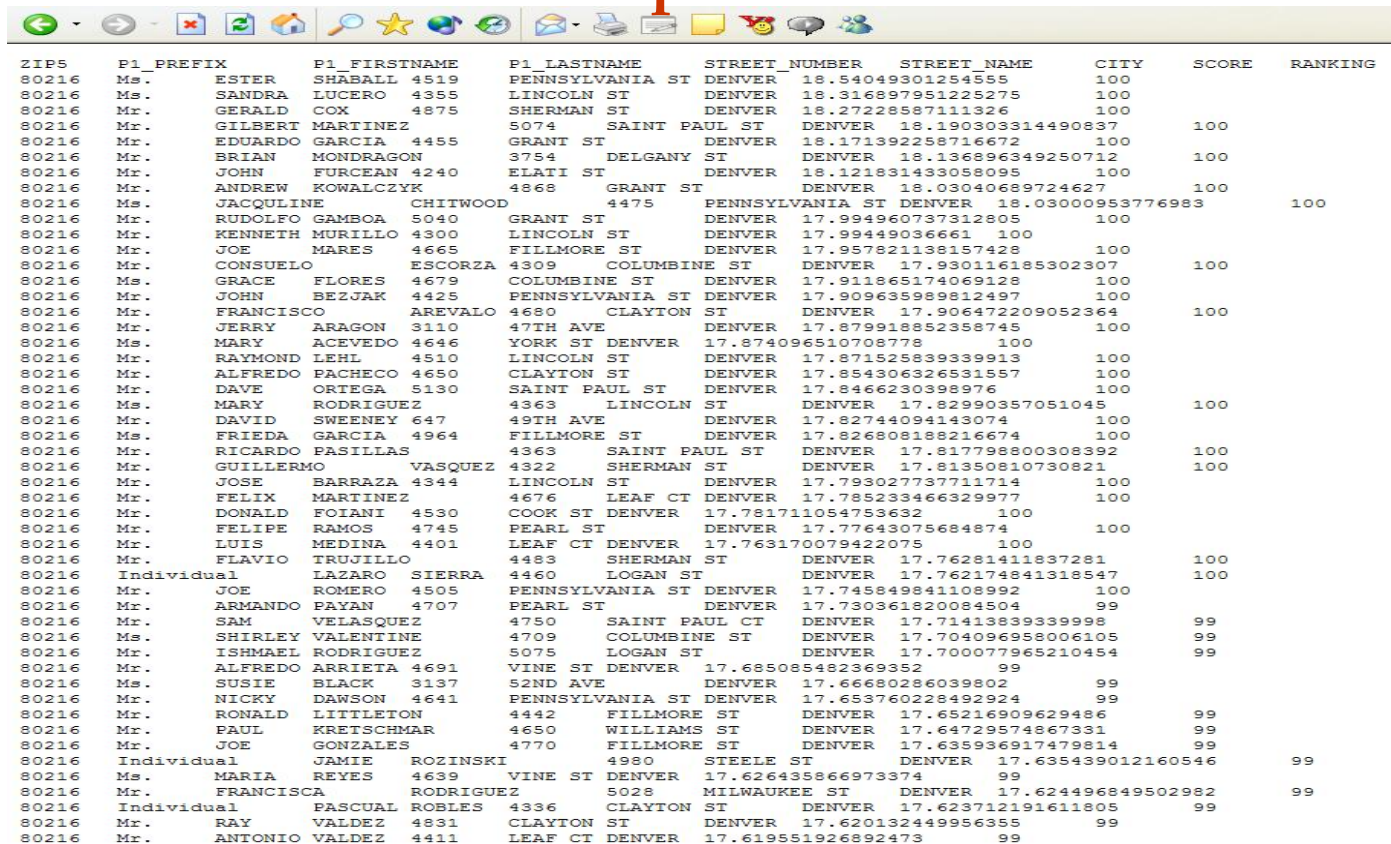
Top 10 percent of prospects are 3.97 times more likely to respond than average.
Top 1 percent of prospects are 9.06 times more likely to respond than average.



When the assessed value range is < \$50K, response probability increases by a factor of 1.6.

Getting Personal To Acquire New Members

Step 3



ZIP5	P1_PREFIX	P1_FIRSTNAME	P1_LASTNAME	STREET_NUMBER	STREET_NAME	CITY	SCORE	RANKING
80216	Ms.	ESTER SHABALL	4519 PENNSYLVANIA ST	DENVER	18.54049301254555		100	
80216	Ms.	SANDRA LUCERO	4355 LINCOLN ST	DENVER	18.316897951225275		100	
80216	Mr.	GERALD COX	4875 SHERMAN ST	DENVER	18.27228587111326		100	
80216	Mr.	GILBERT MARTINEZ	5074 SAINT PAUL ST	DENVER	18.19030333144490837		100	
80216	Mr.	EDUARDO GARCIA	4455 GRANT ST	DENVER	18.171392258726672		100	
80216	Mr.	BRIAN MONDRAGON	3754 DELGANY ST	DENVER	18.136896349250712		100	
80216	Mr.	JOHN FURCEAN	4240 ELATI ST	DENVER	18.121831433058095		100	
80216	Mr.	ANDREW KOWALCZYK	4868 GRANT ST	DENVER	18.03040689724627		100	
80216	Ms.	JACQUILINE CHITWOOD	4475 PENNSYLVANIA ST	DENVER	18.03000953776983		100	
80216	Mr.	RUDOLFO GAMBOA	5040 GRANT ST	DENVER	17.994960737312805		100	
80216	Mr.	KENNETH MURILLO	4300 LINCOLN ST	DENVER	17.99449036661	100		
80216	Mr.	JOE MARES	4665 FILLMORE ST	DENVER	17.957821138157428		100	
80216	Mr.	CONSUELO ESCORZA	4309 COLUMBINE ST	DENVER	17.9301161855302307		100	
80216	Ms.	GRACE FLORES	4679 COLUMBINE ST	DENVER	17.911865174069128		100	
80216	Mr.	JOHN BEZJAK	4425 PENNSYLVANIA ST	DENVER	17.909635989812497		100	
80216	Mr.	FRANCISCO AREVALO	4680 CLAYTON ST	DENVER	17.906472209052364		100	
80216	Mr.	JERRY ARAGON	3110 47TH AVE	DENVER	17.879918852358745		100	
80216	Ms.	MARY ACEVEDO	4646 YORK ST	DENVER	17.874096510708778		100	
80216	Mr.	RAYMOND LEHL	4510 LINCOLN ST	DENVER	17.871525839339913		100	
80216	Mr.	ALFREDO PACHECO	4650 CLAYTON ST	DENVER	17.854306326531557		100	
80216	Mr.	DAVE ORTEGA	5130 SAINT PAUL ST	DENVER	17.8466230398976		100	
80216	Ms.	MARY RODRIGUEZ	4363 LINCOLN ST	DENVER	17.82990357051045		100	
80216	Mr.	DAVID SWEENEY	647 49TH AVE	DENVER	17.82744094143074		100	
80216	Ms.	FRIEDA GARCIA	4964 FILLMORE ST	DENVER	17.826808188216674		100	
80216	Mr.	RICARDO PASILLAS	4363 SAINT PAUL ST	DENVER	17.817798800308392		100	
80216	Mr.	GUILLERMO VASQUEZ	4322 SHERMAN ST	DENVER	17.81350810730821		100	
80216	Mr.	JOSE BARRAZA	4344 LINCOLN ST	DENVER	17.793027737711714		100	
80216	Mr.	FELIX MARTINEZ	4676 LEAF CT	DENVER	17.785233466329977		100	
80216	Mr.	DONALD FOIANI	4530 COOK ST	DENVER	17.781711054753632		100	
80216	Mr.	FELIPE RAMOS	4745 PEARL ST	DENVER	17.77643075684874		100	
80216	Mr.	LUIS MEDINA	4401 LEAF CT	DENVER	17.763170079422075		100	
80216	Mr.	FLAVIO TRUJILLO	4483 SHERMAN ST	DENVER	17.76281411837281		100	
80216	Individual	LAZARO SIERRA	4460 LOGAN ST	DENVER	17.762174841318547		100	
80216	Mr.	JOE ROMERO	4505 PENNSYLVANIA ST	DENVER	17.745849841108992		100	
80216	Mr.	ARMANDO PAYAN	4707 PEARL ST	DENVER	17.7303618220084504		99	
80216	Mr.	SAM VELASQUEZ	4750 SAINT PAUL CT	DENVER	17.71413839339998		99	
80216	Ms.	SHERLEY VALENTINE	4709 COLUMBINE ST	DENVER	17.7040963598006105		99	
80216	Mr.	ISHMAEL RODRIGUEZ	5075 LOGAN ST	DENVER	17.700077965210454		99	
80216	Mr.	ALFREDO ARRIETA	4691 VINE ST	DENVER	17.685085482369352		99	
80216	Ms.	SUSIE BLACK	3137 52ND AVE	DENVER	17.66680286039802		99	
80216	Mr.	NICKY DAWSON	4641 PENNSYLVANIA ST	DENVER	17.653760228492924		99	
80216	Mr.	RONALD LITTLETON	4442 FILLMORE ST	DENVER	17.65216909629486		99	
80216	Mr.	PAUL KRETSCHMAR	4650 WILLIAMS ST	DENVER	17.64729574867331		99	
80216	Mr.	JOE GONZALES	4770 FILLMORE ST	DENVER	17.635936917479814		99	
80216	Individual	JAMIE ROZINSKI	4980 STEELE ST	DENVER	17.635439012160546		99	
80216	Ms.	MARIA REYES	4639 VINE ST	DENVER	17.626435866973374		99	
80216	Mr.	FRANCISCA RODRIGUEZ	5028 MILWAUKEE ST	DENVER	17.624496849502982		99	
80216	Individual	PASCUAL ROBLES	4336 CLAYTON ST	DENVER	17.623712191611805		99	
80216	Mr.	RAY VALDEZ	4831 CLAYTON ST	DENVER	17.620132449956355		99	
80216	Mr.	ANTONIO VALDEZ	4411 LEAF CT	DENVER	17.619551926892473		99	

Tips for Making A Personal Connection

**Send Personal
Communication, Not An 'Ad'**
Letter is Key Element in Package



**Use Envelope Teaser
As A Headline**



Don't Allow Design To Overwhelm Message

Use P.S. To Reinforce Offer/Deadline