

GRAND CASINO

PROBLEM: How to revive a sluggish sales trend for the Grand Casino halls in Minneapolis.

SOLUTION: Adopt the Big Hit poster program.

BACKGROUND:

Grand Casino has two locations within ninety miles of the Minneapolis metro area and ticket sales to their concerts had been lagging. Though they used a combination of radio and newspaper to advertise their attractions, which includes a casino, hotel and restaurant, the slump was not reversing.

On the eve of their 10th anniversary, they knew a new plan was needed to revive sales.

OBJECTIVE:

Increase total ticket sales to Grand Casino concerts and events.

MEDIA PLAN:

Taking a hiatus from their newspaper program, Grand Casino opted to funnel all ad dollars into outdoor advertising to promote their summer concert series.





PLAN DETAILS:

Grand Casino choose a “big hit” program to get the job done. Forty key locations, delivering a 40 daily GRP level were employed for 7 weeks with copy changed weekly to highlight the upcoming acts and alert viewers how to purchase tickets.



RESULTS:

The results were nothing short of spectacular. The first concert featured on the billboard sold out within weeks of the campaign start and the trend continued with the remaining concerts. The proof was clear: before outdoor advertising: ticket sales averaged about 65% of available seats; after outdoor advertising, sales exceeded the 90% mark!

Grand Casino’s decision was also clear: outdoor advertising worked and would now usurp newspapers in all their regular advertising programs.

Outdoor advertising:
try it – you’ll like it... and you’ll be back!



OUTDOOR ADVERTISING
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