DAN MORALES

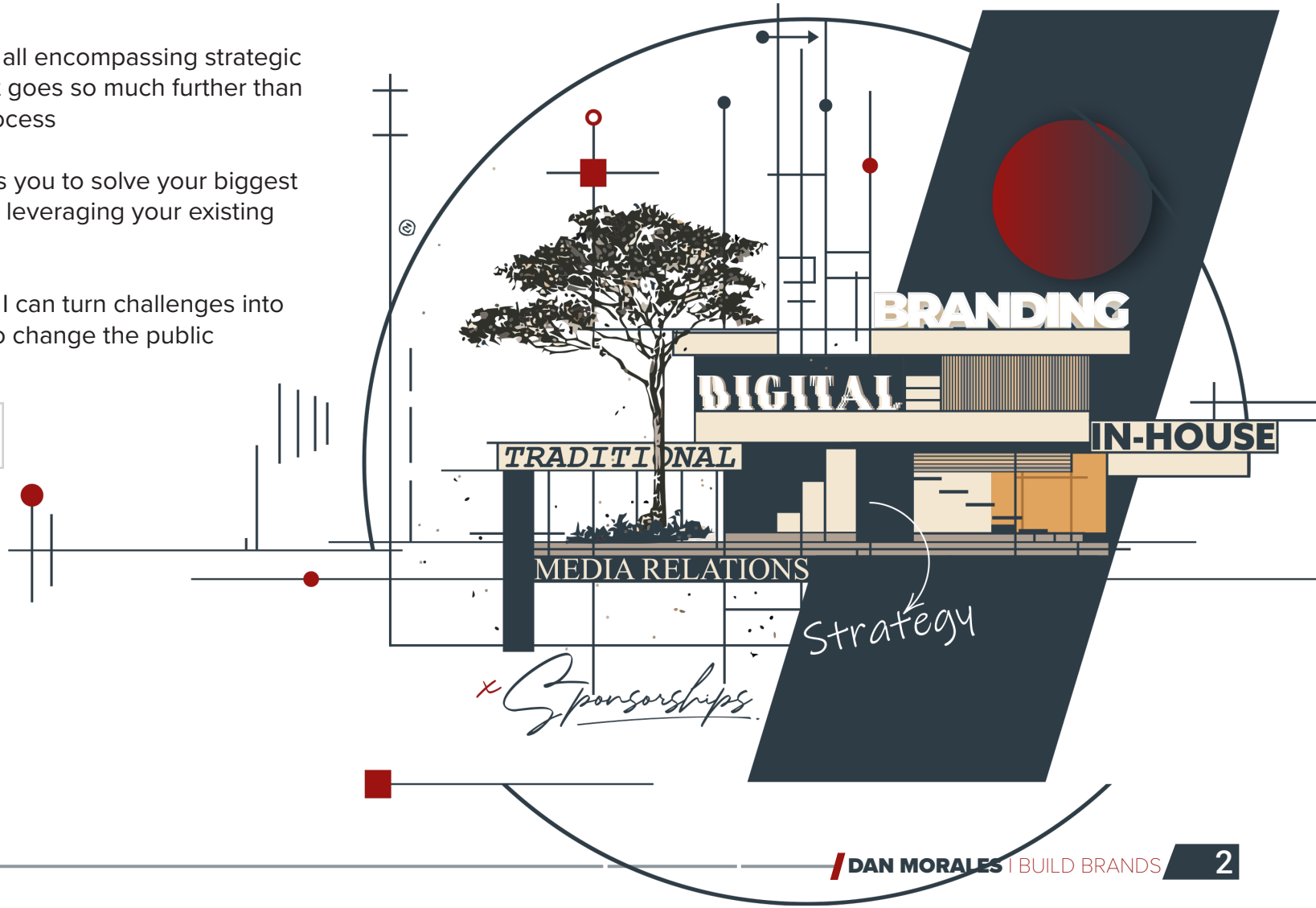
I BUILD BRANDS

BRANDING

Branding is an all encompassing strategic philosophy that goes so much further than the creative process

Branding allows you to solve your biggest problems while leveraging your existing advantages

In other words, I can turn challenges into opportunities to change the public narrative



SAN MANUEL CASINO

HOW FAR IS FUN?

HOW FAR IS FUN?

San Manuel Casino



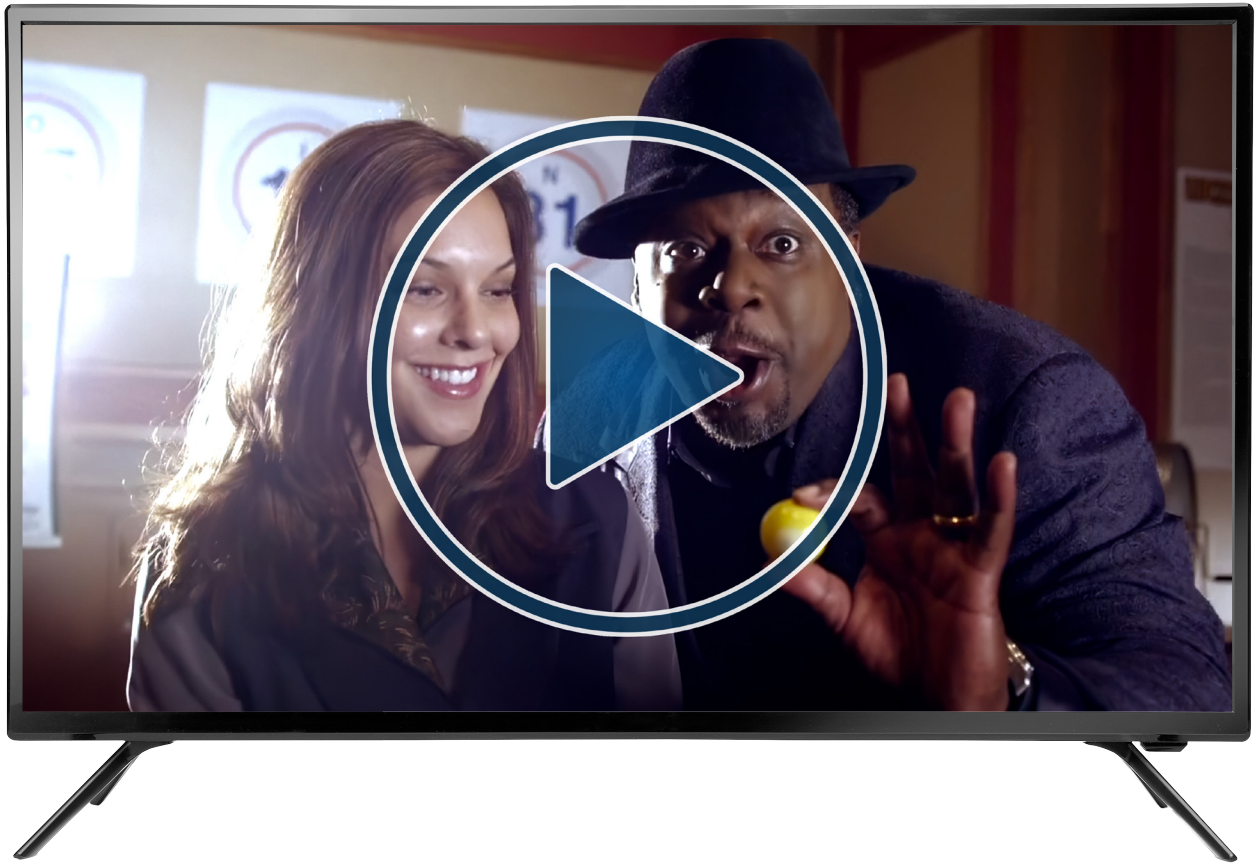
Challenge/Opportunity

A looming economic downturn is threatening the local economically depressed region, resulting in losses of spend per guest. Additionally, brand awareness trailed multiple properties outside of the local market.

Solution

An aggressive “education” plan to grow customer base and brand awareness to offset declining spending,
focusing on the most clear competitive advantage,

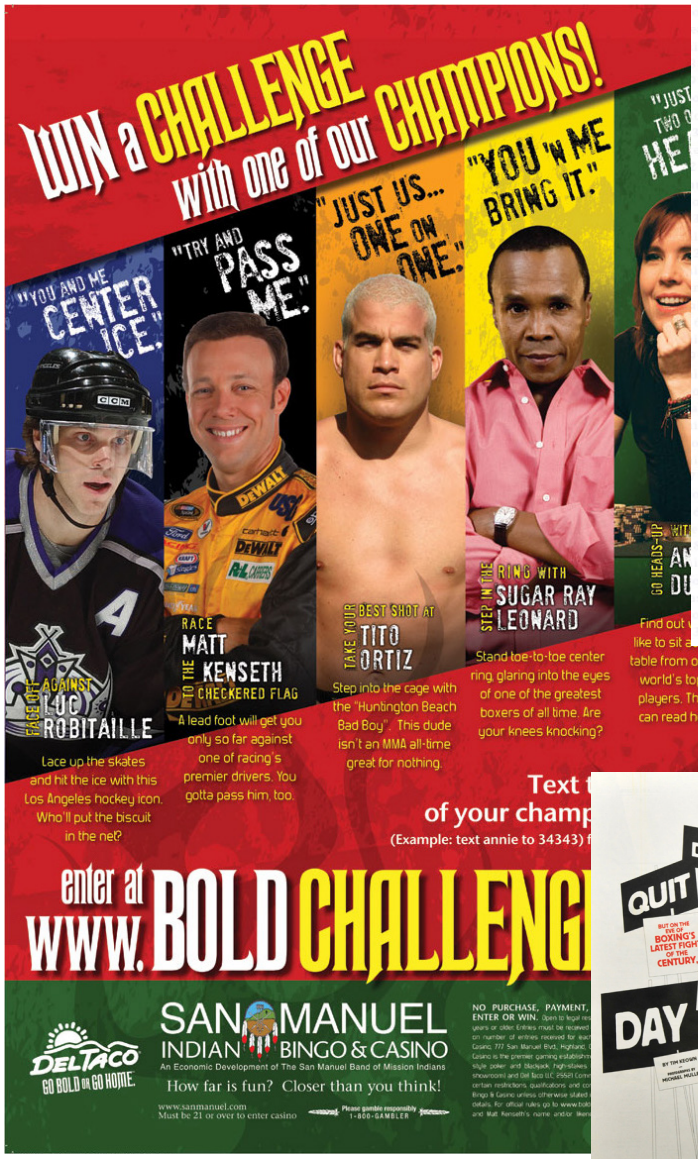
location. In other words, change the definition of what is considered “local” by reaching Los Angeles,
Orange County and Riverside.



BROADCAST CAMPAIGN - 6 SPOTS IN TOTAL



REGIONAL OUT-OF-HOME






THE PRESS-ENTERPRISE

BUSINESS

SECTION D SUNDAY MAY 9, 2010

HOUSE ADVANTAGE

MARK ZALESKI/THE PRESS-ENTERPRISE

The San Manuel Club at the Staples Center is part of an advertising strategy that targets gamblers. "People that tend to go to sporting to go to casinos. It's our demographic," said Michael Lombardi, a Southern California casino properties manager.

...o gets good odds advertising at sports venues

BY KIMBERLY PIERCEALL
THE PRESS-ENTERPRISE

...aren't many major entertainment venues left ...uthern California that haven't been stamped ...a San Manuel Indian Bingo and Casino logo.

...a hockey fan puts a ...of thousands of the ...nsored cup holders ...Center in Anaheim ...pors see a show at ...Blues where ban... ...ding the casino flank ...f the stage, it's hard ...tribal casino's pres...

...'ve pretty much got ..." said Steve Lengel, ...operations for San ...en thinking about ...s the tribe could ...sino's name to. ... aren't alone in ...eir brand to outside ... entertainment ven...

...at tend to go to ...nues tend to go to ...our demographic,"

said Michael Lombardi, the chairman of the Augustine Gaming Commission for the Augustine Casino in Coachella and former general manager of two other Southern California casino properties.

"They have the best location," he said of San Manuel. "They're the closest to the LA market."

Other Southern California tribes have a presence at the Los Angeles Angels' stadium in Anaheim and the downtown San Diego home of the Padres and alongside San Manuel at the Staples Center for Lakers games, he said.

Lombardi described the influx in sporting venue sponsorships as a relatively recent happening since organizations like Major

SEE CASINO 03

BETTING ON SPONSORSHIPS

The San Manuel tribe has affixed its casino's logo and information inside numerous Southern California sports and entertainment venues.

HONDA CENTER | STAPLES CENTER
DODGERS STADIUM | SANTA ANITA PARK
CITIZENS BUSINESS BANK ARENA
HOUSE OF BLUES IN ANAHEIM AND SUNSET STRIP
LA LIVE
SAN MANUEL AMPHITHEATER IN DEVORE

SOURCE: SAN MANUEL BAND OF SERRANO MISSION INDIANS

CASINO

CONTINUED FROM 01

League Baseball became less resistant to advertising that promoted gambling institutions about three years ago, he said.

"That wall seems to have come crashing down," he said.

The way Lengel describes it, San Manuel's effort to brand its insignia and advertisements on other venues may be done for now, although San Manuel has talked to officials with the Verizon Amphitheatre in Irvine.

San Manuel, like other Southern California tribes, has aimed to align themselves with "like-minded" sporting and concert venues so when people think entertainment, they think of the tribe.

"It's really about the exposure," he said. "The Staples Center and the Dodgers, they're so close."

Between San Manuel's Highland casino off the 210 freeway and Los Angeles there are no other tribal casinos.

San Manuel aligned itself with Santa Anita race track four years ago.

House of Blues sponsorships were added just last year. In late 2008, the casino bought naming rights to the VIP club at the Citizens Business Bank Arena when it opened. The casino is a founding partner at the Staples Center where it sponsored the San Manuel Club on the arena's suite level and has signage on several scoreboards during sporting events where up to about 19,000 people can be in attendance. Most recently, the casino announced it had expanded its involvement at the Honda Center to a sponsorship of the entire premium level accessible by club ticket holders and suite owners, a first at the Anaheim arena that's home to the Ducks hockey team.

Club seats at the venue can cost $7,995 to $10,900 to attend all events. Suites range from $150,000 to $225,000.

There's also the potential for up to 17,000 fans of the Ducks and thousands of concert goers packed in the arena for a show to see the casino's logo on custom cup holders.

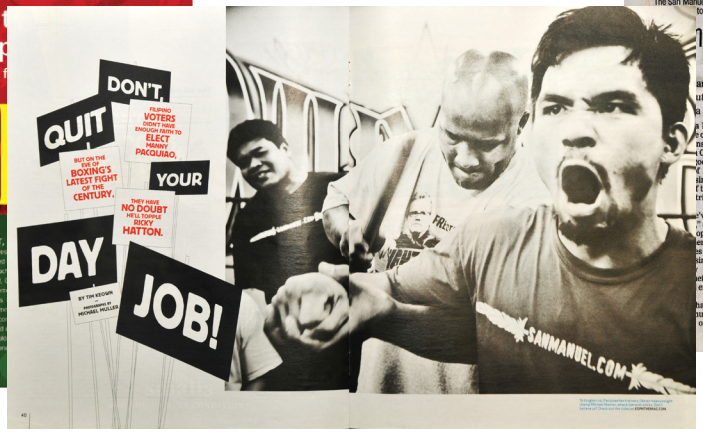
Michael Paladino, an analyst who focuses on tribal gaming bonds for Fitch Ratings, said it makes sense for San Manuel to focus advertising at well-known entertainment venues in Los Angeles and Orange County because of the property's geographic proximity to both.

Tribal gaming has been under more pressure as the recession deepened, curbing discretionary spending among the gamblers they rely on.

Nonetheless, San Manuel's bond rating has remained stable.

"They have a very strong financial profile," Paladino said.

Reach Kimberly Pierceall at 951-368-9552 or kpierceall@PE.com



PRINT

San Manuel's New Branding Campaign: How Far is Fun?



The San Manuel marketing department has been working tirelessly on a new branding campaign for the casino. "How Far is Fun?" That's not a question to employees, but a question for potential and returning guests. San Manuel wants guests to think about how far they would go for fun, and with this new branding campaign it shows fun is just around the corner at San Manuel. Pretty soon you'll be seeing "How Far is Fun?" branded everywhere, including billboards, print ads, radio spots, and a new TV commercial. And what makes San Manuel stand apart from its competition is its close location, great amenities, awesome entertainment and of course the quality of the campaign.

In order to make San Manuel's brand a trademark in homes across Southern California, the marketing department thought of something clever, something familiar, and something that would be easily associated with San Manuel: to bring big-name celebrities into the TV commercial. Soon enough when guests think of San Manuel they will think of celebrities. "San Manuel is known for its forward thinking business strategies, and the 'How far is fun?' brand campaign is just another example of our strong commitment to the entertainment industry," said Steve Lengel, Executive Director of Operations for San Manuel Indian Bingo & Casino. "The TV spots prove that whether guests come for play, nightlife, or headliner entertainment, fun is closer than ever at San Manuel!"



Earvin "Magic" Johnson and L.A. Kings mascot Bailey enjoy a game of bingo at San Manuel along with a Kings fan and several players.

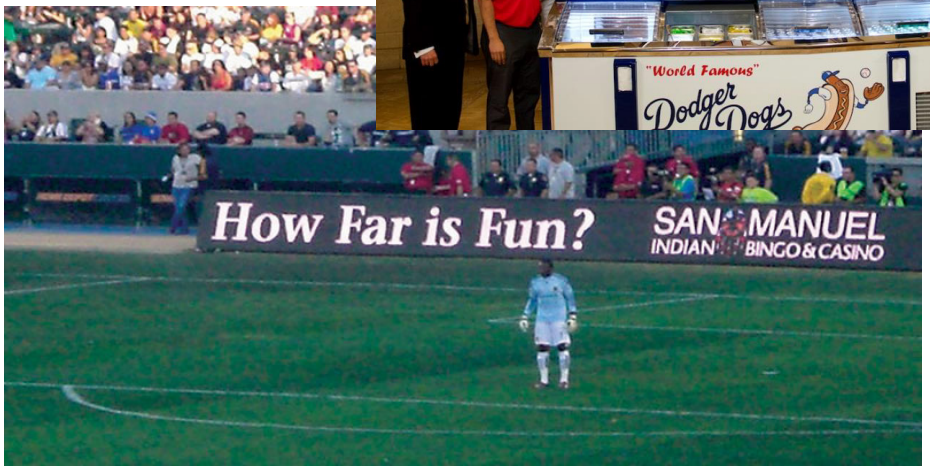
Here's the lowdown: The San Manuel marketing department, along with the collaboration from all participating casino departments, got together with a big Hollywood production company and filmed the TV commercial over a seven-day period. During the commercial each celebrity would experience one of San Manuel amenities (poker, slots, bingo, The Pines, or headliner entertainment) and being so impressed they tell people of their experience at various other popular Southern California destinations (Staples Center, Big Bear Mountains, Newport Beach, Dodgers Stadium and Santa Anita racetrack). They then return to the casino at the end of the commercial with all of the people they met along the way. Celebrities will not only be helping out with the TV commercial, but also be recording radio spots in support of "How Far is Fun?"

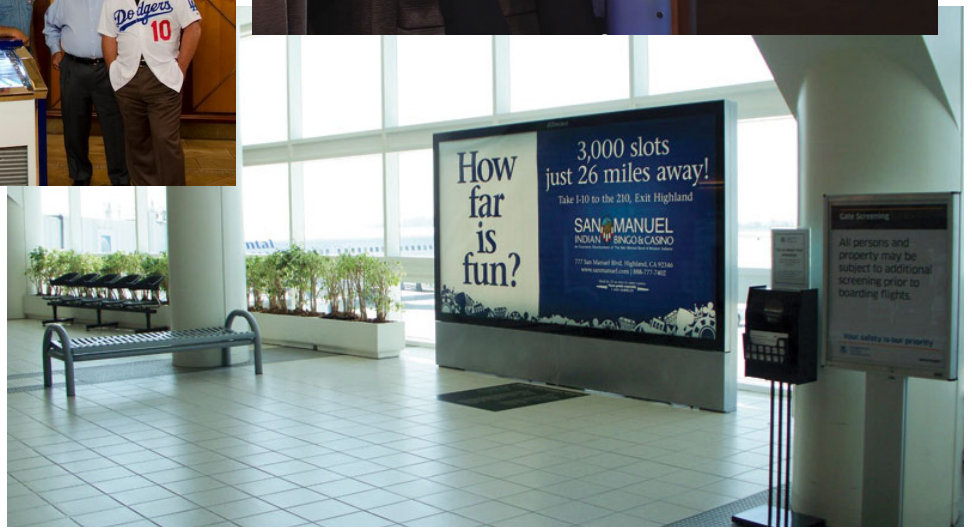
Sound exciting? San Manuel thinks so too! As for the celebrities in the TV commercial, there are quiet a few. Viewers will see Sugar Ray Leonard dining at The









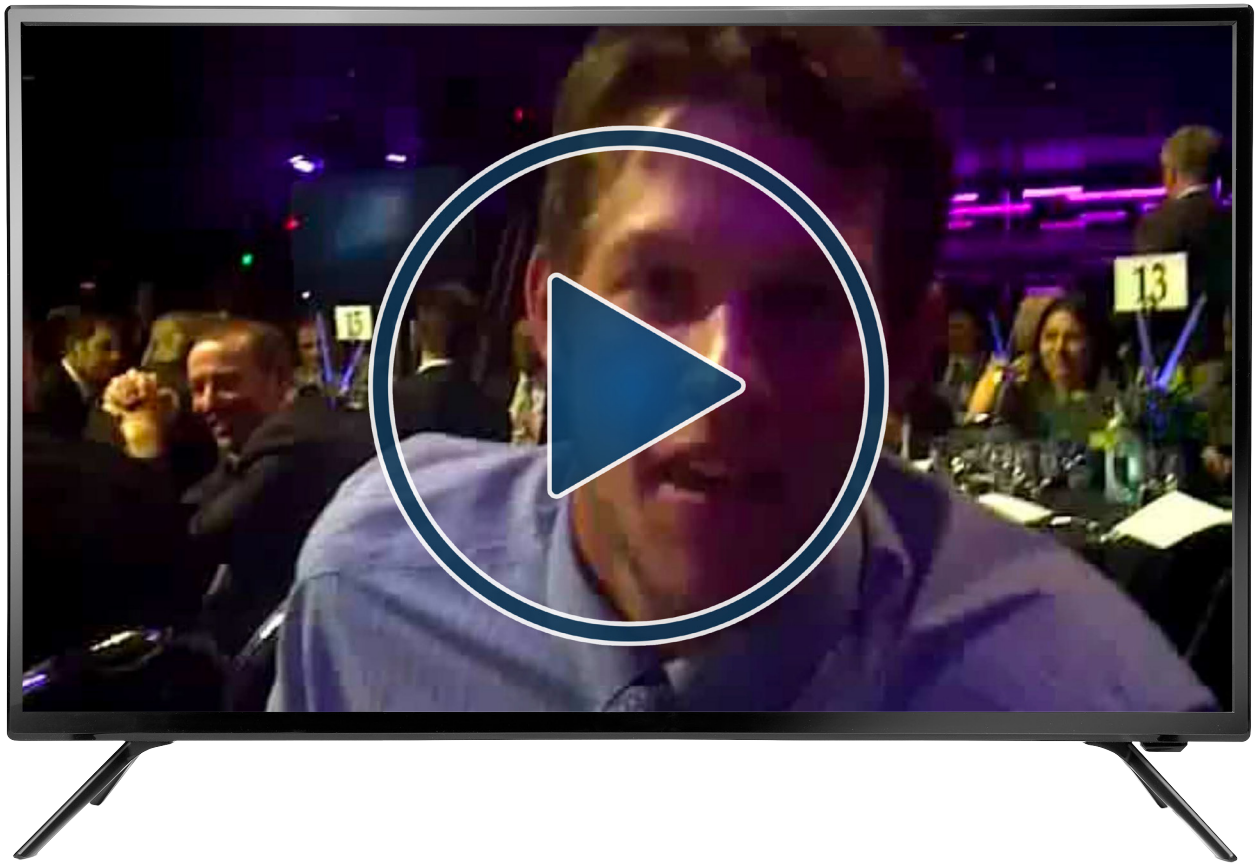


AIRPORT AND STADIUM ADVERTISING

Did it work?

307% increase in headcounts from guests over 60 miles and 6% increased revenue during the ‘08/’09 economic downturn.

Kicked off years of skyrocketing revenues.



SAN MANUEL CASINO

YOU ARE HERE

YOU ARE HERE

San Manuel Casino



Challenge/Opportunity:

Despite major success in expanding geographic markets, research shows casino guests in the market want a more personal or emotional connection to the brand, bringing about concerns of long term loyalty, share of wallet, ADT and appeal to specific demographics.

Solution:

“You Are Here” is a personal campaign involving “real” people with real experiences in real casino locations.









OUT OF HOME

Our billboard concept consists of 3D text and logo extruding from the normal board dimensions. This will capture attention and allow the boards to “come to life”.

Did it Work?

Improved brand awareness in market from 3rd to 2nd. ADT and carded play % increased significantly (8%).

Additionally, the campaign received national awards.





JOHN WEEKS

San Manuel ad campaign is an inspiration

John Weeks
Columnist

San Manuel Indian Bingo and Casino's brilliant new branding and promotion campaign, titled "You Are Here," shows real guests having real fun at the glittery venue near Highland.

Television, radio and online ads feature true stories of people who have gotten engaged, celebrated anniversaries, won big jackpots or enjoyed other special moments at the casino.

For example, a YouTube spot (www.youtube.com/user/SanManuelCasino) shows a series of quick vignettes accompanied by snazzy music.

A scene of a couple in a restaurant headlined "YOU DINE ... Ricky and Tish, Yorba Linda, 50 miles from San Manuel," fades to a scene of a man rejoicing at the betting tables headlined "YOU DOUBLE DOWN ... Justin from Redlands, 9 miles from San Manuel," which dissolves to a scene of a man pulling in a stack of winning chips headlined "YOU RAKE ... 'Captain' from Rialto, 12 miles from San Manuel," which segues to a scene of a woman busting a move in a disco headlined "YOU DANCE ... Brianna from Whittier, 56 miles from San Manuel," which transitions to a scene of a couple whooping it up at the slot machines headlined "YOU WIN ... Hector and Maria, Ontario, 29 miles from San Manuel."

I hope San Manuel enjoys spectacular success with this exciting, people-friendly campaign. I also hope San Manuel won't mind too much if I completely steal the idea. It's for a good cause.

Saving San Bernardino.

Heck, it's such a great concept, I think any city could use it to market and promote itself. Currently, though, it is beleagured San Bernardino that needs the most help, so I'm starting here.

I claim that what works for San Manuel can work for San Bernardino. Today, I am announcing a new branding and promotion campaign titled "We Are San Bernardino."

I am asking real people to tell their real stories about the good times and good experiences they have enjoyed in San Bernardino.

They can be new stories or old stories.

They can be stories of romance, or adventure, or discovery, or achievement, or just plain fun.

Maybe you saw your first rock concert here, or had your first kiss here, or found your most precious possession here, or had your favorite job here, or met your best friend here. These are the kind of stories that will make us feel good about ourselves, and that's just what we need now.

Send your stories, just a paragraph or two with pictures if you like, to me. I will see that we all have a chance to enjoy them.

We'll share them as they come in, and then perhaps we'll make a book of them, or an online gallery, or a traveling public art exhibit.

"We Are San Bernardino" isn't just for current residents of the city. It's for anyone who ever has lived or worked or played or stayed here.

Please send your submissions, marked "We Are San Bernardino," to me at john.weeks@inlandnewspapers.com or John Weeks, The Sun, 290 N. D St., Suite 102, San Bernardino, CA 92401.

Be sure to include information about yourself, including your full name, age, occupation and city of residence. If you send photos, send copies only because they cannot be returned.

Let's make "We Are San Bernardino" something that brings pride to the city and to ourselves.

Read more John Weeks at http://sbsun.com/johnweeks. Contact him by email at john.weeks@inlandnewspapers.com.

PRINT

SYCUAN CASINO

PLAY. WIN. TOGETHER.

PLAY. WIN. TOGETHER.

SYCUAN CASINO

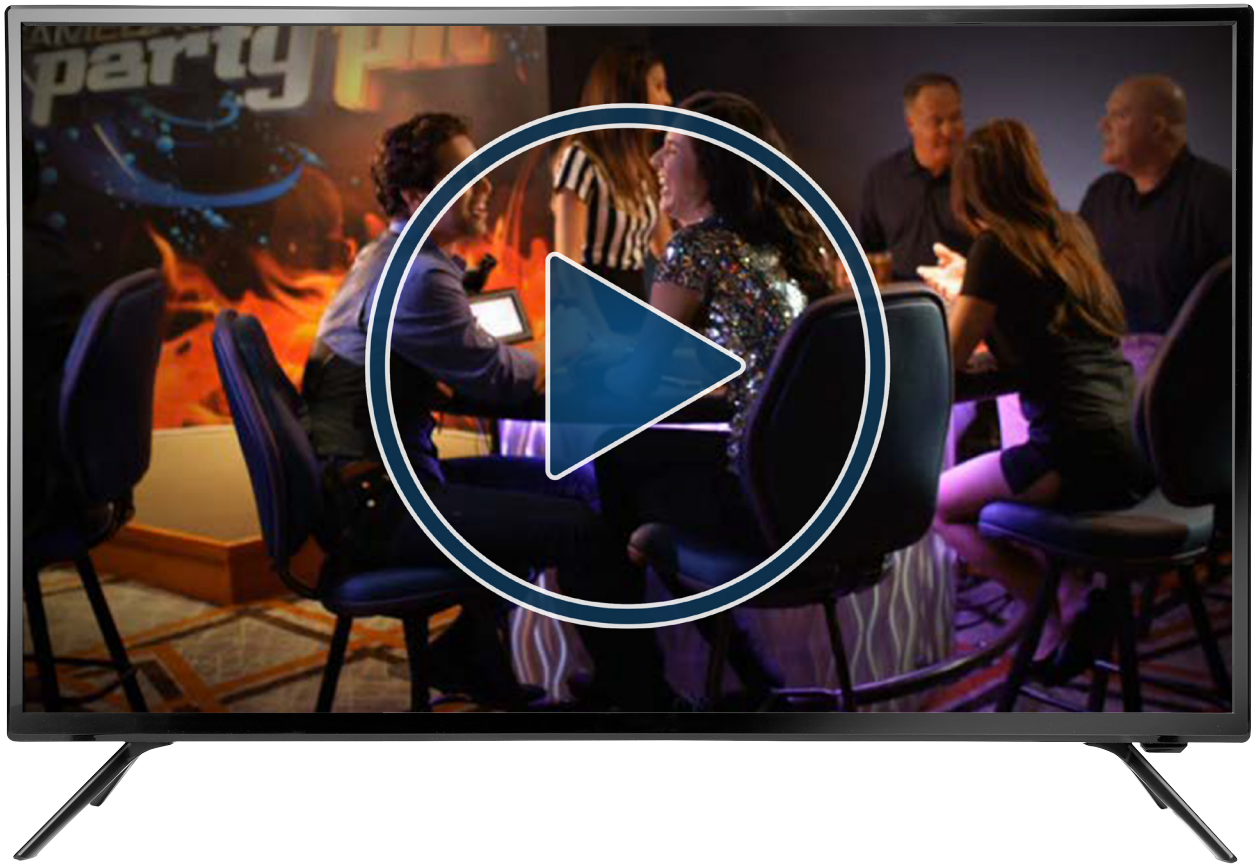


/Challenge/Opportunity:

The casino is at risk of becoming irrelevant, sitting in 4th in brand awareness in market. While headcounts are strong, the casino is viewed second rate resulting in low ADT and small VIP program. Through research, we discovered the Tribe is known more for community involvement than casino success.

Solution:

“Play.Win.Together.” was a risky community focused campaign focusing on a day in the life of San Diego to show how deeply engrained the name “Sycuan” is within the community.





3-DIMENSIONAL OUT-OF-HOME



3-DIMENSIONAL OUT-OF-HOME
HISPANIC MARKET







Did it Work?

The launch of the campaign started 4 consecutive years of record-breaking revenue and ADT.

PLAY.WIN.TOGETHER.
BRAND KICK-OFF CELEBRATION

SYCUAN CASINO

PLAY. WIN. BUILD. TOGETHER.

PLAY. WIN. BUILD. TOGETHER.

SYCUAN CASINO

Challenge/Opportunity:

Play. Win. Together.
Has been a tremendous success, however, preparing for announcement and public response to a 260 million dollar expansion looms large. Expansion itself is a major change with messaging that must be carefully managed.



Solution:

“Play.Win. Build. Together.” was a massive push for a message of inclusiveness to our existing guest base. Creating a narrative that the expansion is being completed “together” with the community was paramount to maintaining revenue levels and simultaneous build of excitement.

Large scale media events were executed around the campaign with constant updates to team and guests.







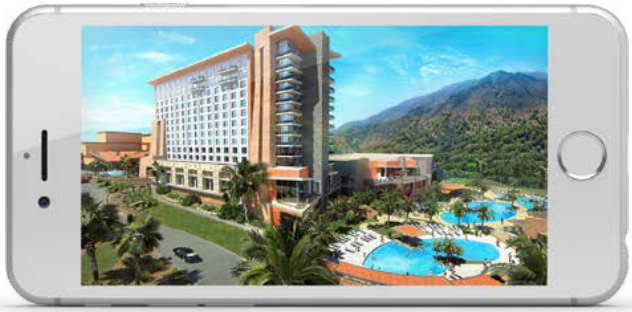




Sycuan Casino Resort

VR PROPERTY LAUNCH







SYCUAN VISION

VIRTUAL REALITY APP

Virtual Reality app and 360º video created took over five months to complete. Our visual effect team ensured no detail was overlooked in creating a realistic experience. Accompanying the visuals with a spatial audio transports the viewer to an immersible VR Sycuan experience. The app is best experienced with the Sycuan Vision Viewer.







SYCUAN GREEN LINE

TRANSPORTATION & OUT-OF-HOME

We were able to secure the naming rights to San Diego's MTS light rail system to help promote the upcoming expansion. The next few pages showcases some of the colorful assets that currently canvas the - newly named - Sycuan Green Line trains and stations. Since resorts have daytime and night time activities we felt it was important to showcase both faces of the upcoming resort while incorporating famous San Diego landmarks.

Did it Work?

Sycuan dominated the news cycle from groundbreaking through ribbon-cutting. Seizing the momentum of the previous campaign, we managed the struggle of a intrusive construction schedule with negligible impact.





CONSTRUCTION PRESS AND PROMOTION

SYCUAN CASINO

MORE OF THE DIFFERENT

MORE OF THE DIFFERENT

SYCUAN CASINO

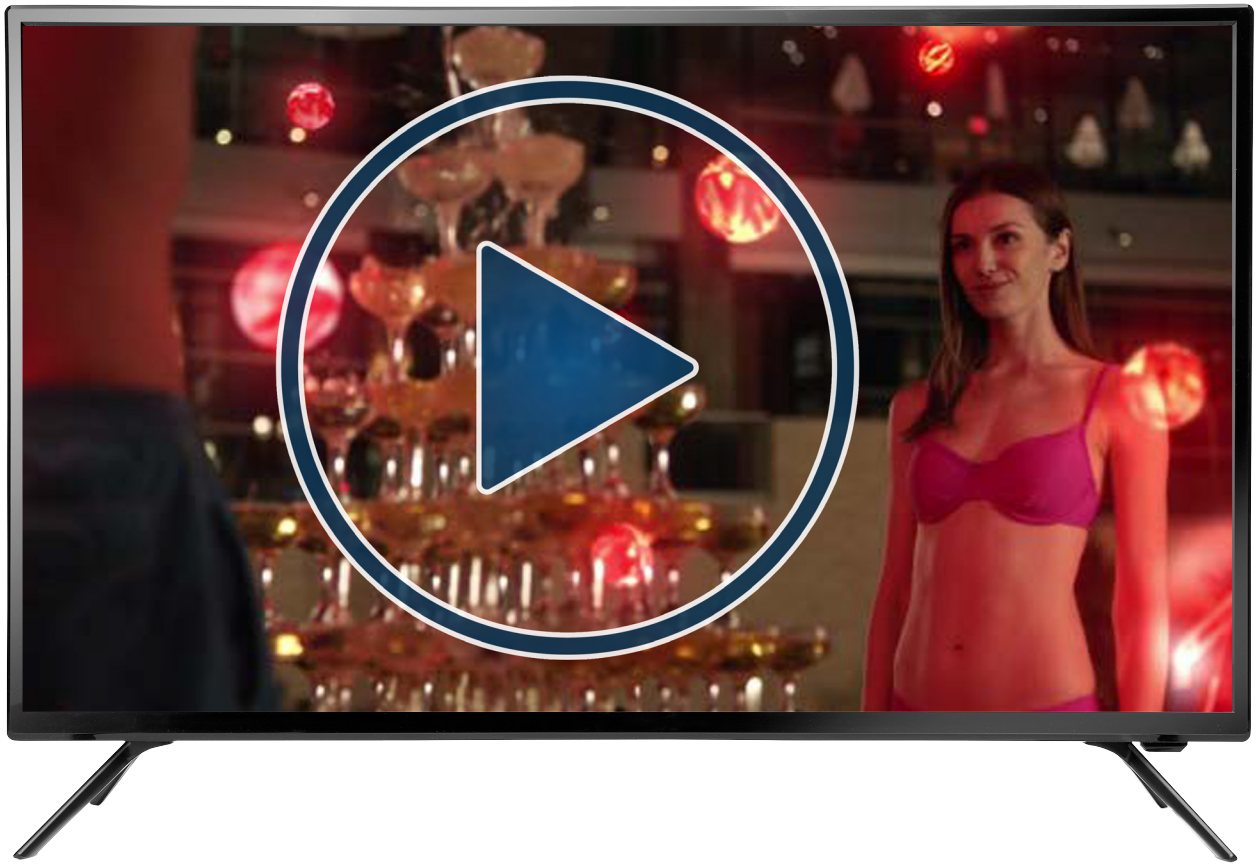


Challenge/Opportunity:

Opening a 260 million dollar resort expansion with a focus on 4 diamond service standards and new amenities without alienating the existing customer base.

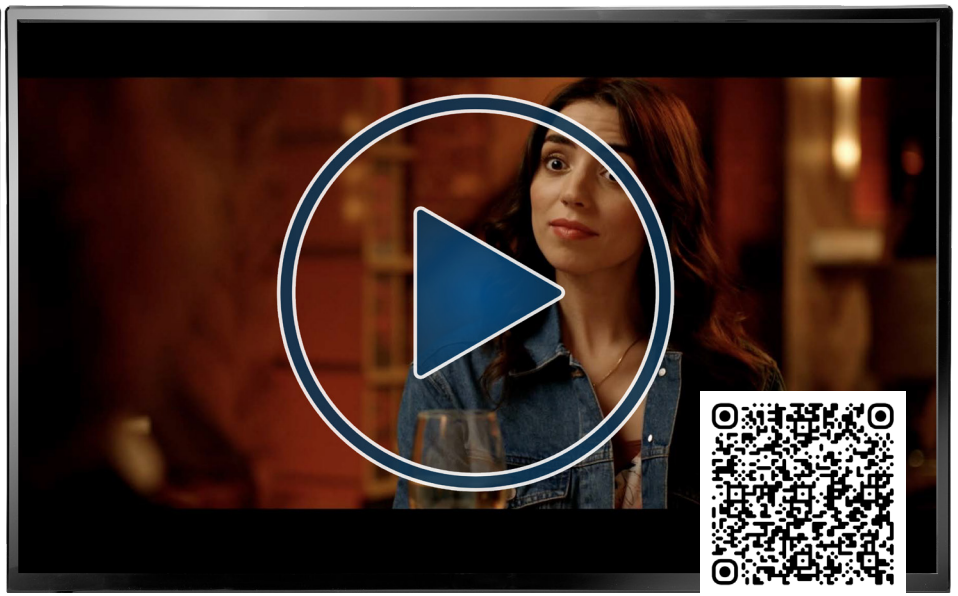
Solution:

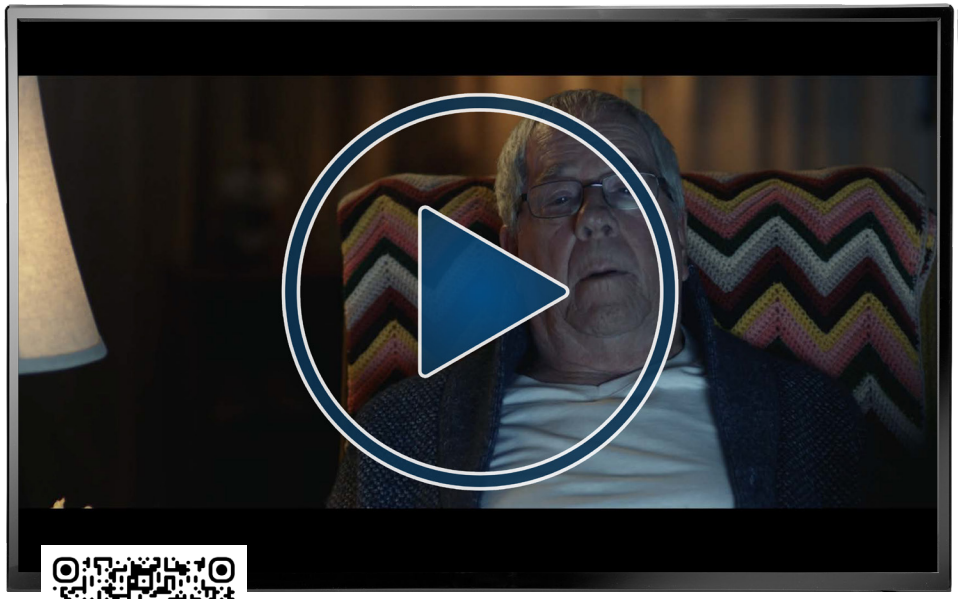
The antithesis to the old expression “more of the same” reminds existing guests that expansion is merely an extension of what they already currently love about Sycuan while luring new guests with a promise of something “different.”



60: GRAND OPENING BROADCAST COMMERCIAL

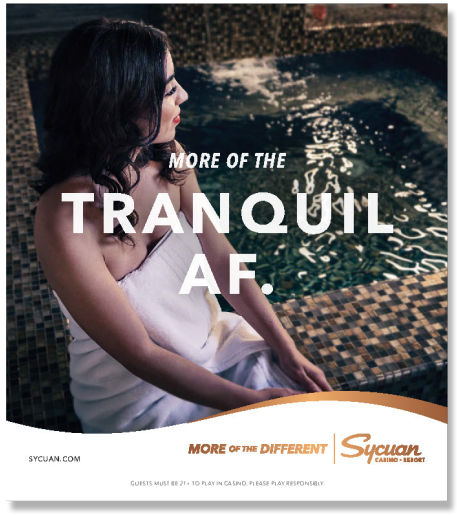








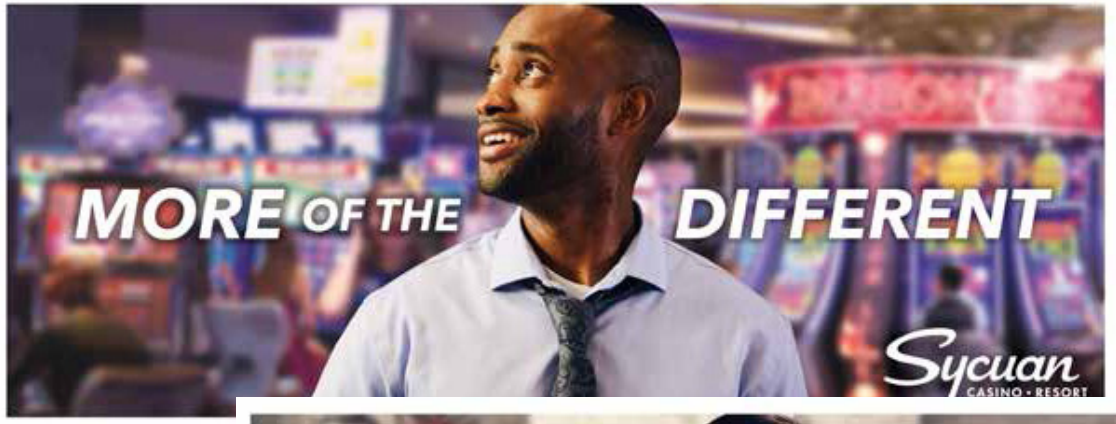
:30 TEASER CAMPAIGN THAT LEAD UP TO GRAND OPENING


MORE OF THE
TRANQUIL AF.
SYCUAN.COM
MORE OF THE DIFFERENT
Sycuan
CASINO • RESORT


MORE OF THE
JETSET WITHOUT THE JET.
SYCUAN.COM
MORE OF THE DIFFERENT
Sycuan
CASINO • RESORT


MORE OF THE
NOPE. NOT ADULTING TODAY.
MORE OF THE DIFFERENT
Sycuan
CASINO • RESORT

PRINT







Did it Work?

Successful teaser through grand opening campaign, dominating the news cycle. Reached #1 in brand awareness upon opening.

REGIONAL OUT-OF-HOME

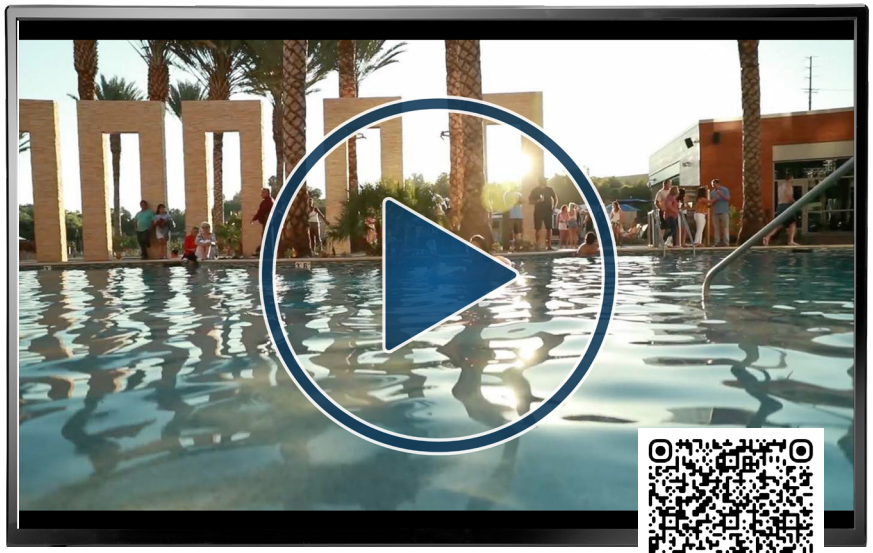


MORE OF THE DIFFERENT CAMPAIGN

GRAND OPENING CELEBRATION - FEATURING COLD WAR KIDS IN CONCERT









MEDIA EVENTS

TABLE MOUNTAIN CASINO

THE GRAND RE-OPENING

THE GRAND RE-OPENING

TABLE MOUNTAIN CASINO



Challenge/Opportunity

Diagnose core issues, rebuild internal team, develop strategy, and plan opening of new property

An aging property with strong affinity and heritage with guests is being replaced by a full scale resort. Additionally, there was a feeling of being let down by previous agency productions, causing some reluctance to make changes.

Solution:

After building and reorganizing an in-house Marketing team, we embarked on a teaser campaign aimed at introducing the new property to the market by focusing on targeting existing loyal guests and emphasizing the evolution of the casino from idea to current iteration. Using just historical photos and renderings/blueprints, this CGI heavy campaign combined technology with gritty narrative, using voiceover by Native American actor Martin Sensmeier. The TV spot received a Gold Addy award.



60: GRAND OPENING BROADCAST COMMERCIAL

Did it Work?

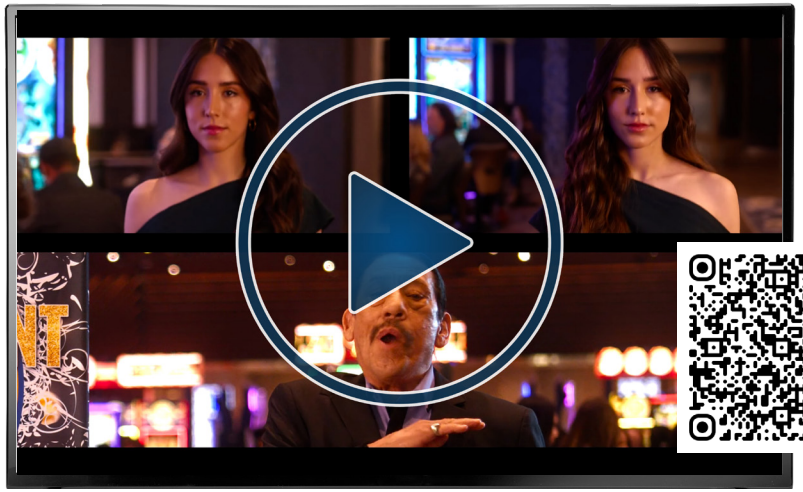
Successful teaser through grand opening campaign, dominating the news cycle. Reached #1 in brand awareness upon opening.











Continued Success:

After reasserting dominance in the market with a successful Grand Opening, we were asked to create a brand that honored loyal guests but showcased the new amenities for acquisition purposes. “Lucky Days. Epic Nights.” was developed to show versatility, showing various ways to interact with the property. We brought on icon Danny Trejo to add gravitas and cater to a diminishing Hispanic demographic.

SALT RIVER GAMING ENTERPRISE

CASINO ARIZONA & TALKING STICK RESORT

Assignment:

Diagnose core issues, rebuild internal team, develop strategy, and roll-out branding

Internal and external pressures, including an uncertain economy, post-Covid challenges, and intensifying competition, threaten their ability to sustain and grow gaming revenues if we continue with a business-as-usual approach. A more nuanced yet proactive strategy is essential. The Marketing Strategy and its ongoing initiatives serve as a road map to secure future growth, focusing on major tactics rather than day-to-day operational support. This following actions were identified to ensure agility and responsiveness to evolving market dynamics while driving longterm success:

- Define two distinct brands—Casino Arizona as a lively, community-driven hub and Talking Stick Resort as a luxurious, upscale escape—enable the enterprise to appeal to diverse audiences, expand market reach, and offer complementary experiences that enhance their overall presence.
- With high competition, resisting the temptation to follow patterns of competitors or being caught up in their actions (a problem to this point). This includes a disciplined focus on gaming/high revenue generation versus individual amenities (nightlife, pool, etc.)
- The low overall rated play percentages make data analysis more challenging, addressing the loyalty club program is necessary to turn this around.

Challenge:

Carded play remains low, with feedback citing a lack of perceived value in the club program. A strong loyalty program is vital to casino marketing, making this the top priority.

Solution:

Player Development Department rebuild to lead in a more data-driven manner.

- Expanded host team, including call center implementation
- Data based decisions using new tools and reporting
- Mobile enrollment on floor
- Relaunched and re-branded entire loyalty and reinvestment (direct mail) program
- Invitation only Onyx Club for the cream of the crop

Results:

- 25% Theo win and ADT increase YOY amongst hosted players (increasing overall and daily spend)
- 20% increase in sign-ups of the loyalty program YOY
- Near 10% rated player increase



Challenge:

Despite high brand recall, prime location, and longstanding local affinity, numbers have lagged mainly due to several new competitors and declining high-end play.

Solution:

The best weapon for the property is combating competition by reinforcing Casino Arizona's heritage, local roots and accessible, fun personality. While light on amenities, the campaign is high on energy, winning, and inclusiveness to reclaim those who have drifted to competitors. The "Uniquely Arizona" campaign celebrates Casino Arizona's vibrant, irreverent spirit, spotlighting its people-staff and guests-and capturing authentic, playful moments. By leveraging local celebrities, it reinforces the desired locals affinity, spirit and un-predictable charm.

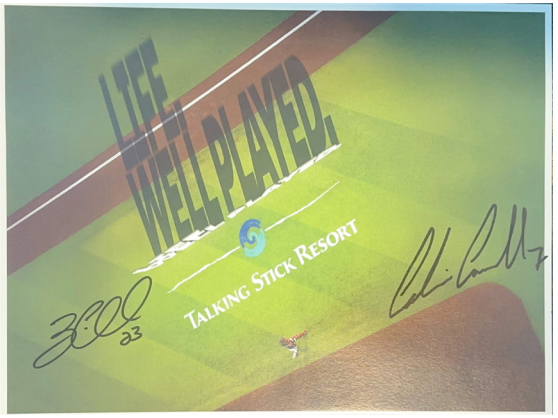












Challenge:

Despite superior amenities and a prime location, opportunities exist to drive higher numbers and brand awareness/differentiation. The desired differentiation is “approachable luxury” emphasizing the ethos of “ladies and gentlemen, serving ladies and gentlemen.”

Solution:

The “Life. Well Played” campaign redefines Talking Stick Resort as a lifestyle brand, transcending the traditional casino or resort label. It promotes a “winning life” filled with enriching experiences. The brand embodies the Scottsdale lifestyle and “brings light back” to casino marketing (versus the mysterious dark scenes we have become accustomed to). This represents the core demographic, and uses the narration of legend Steve Martin. The narrative centers in realistic, relatable characters, using a desert-inspired color palette to craft a vivid and compelling series. Each spot concludes with a “rule” to enhance life experiences, blending stunning visuals, wit, and sophi tication for a truly unmatched campaign.

TRADITIONAL

DIGITAL

PR/MEDIA RELATIONS

SPONSORSHIP

IN-HOUSE