



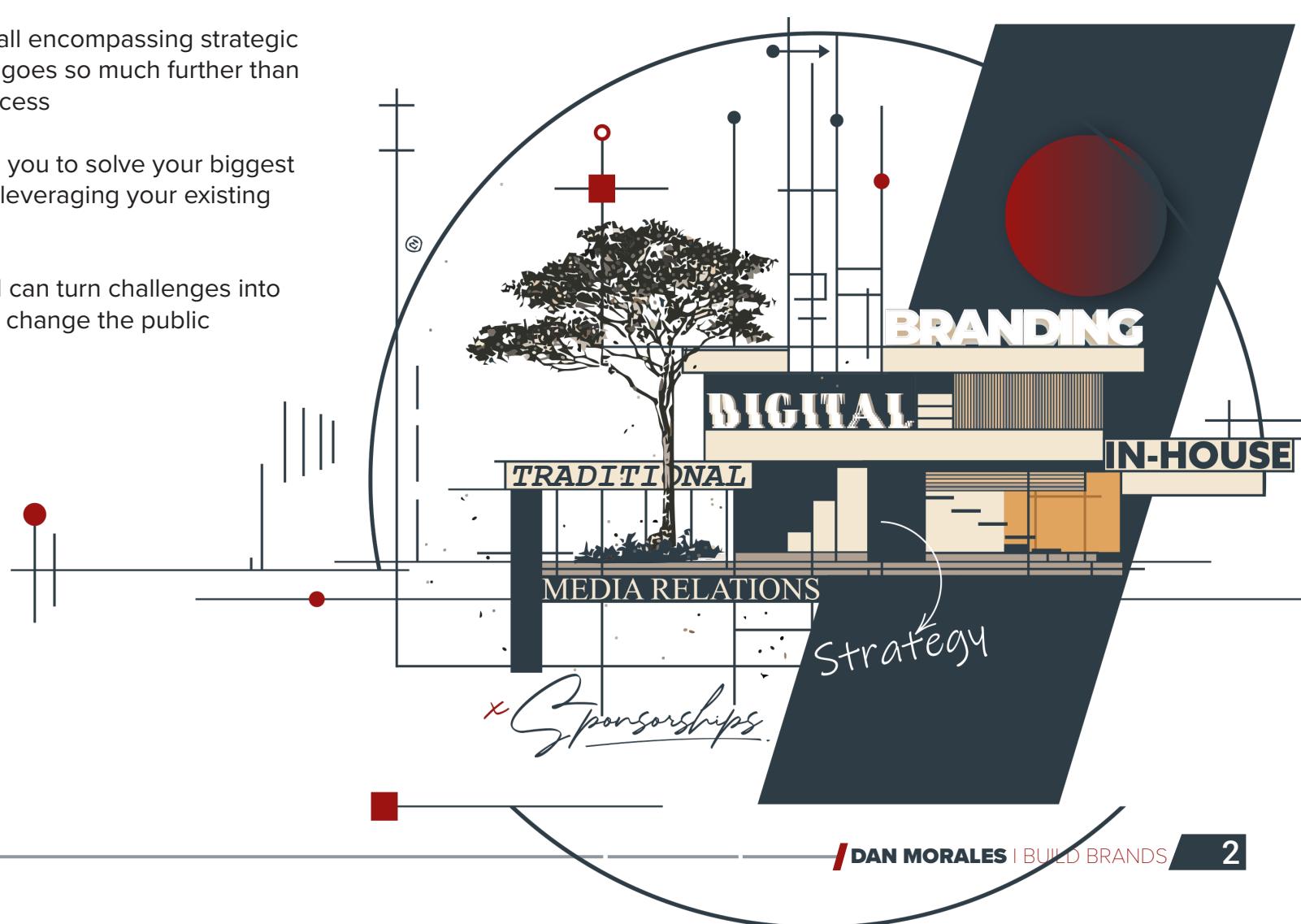
**DAN
MORALES**
I BUILD BRANDS

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

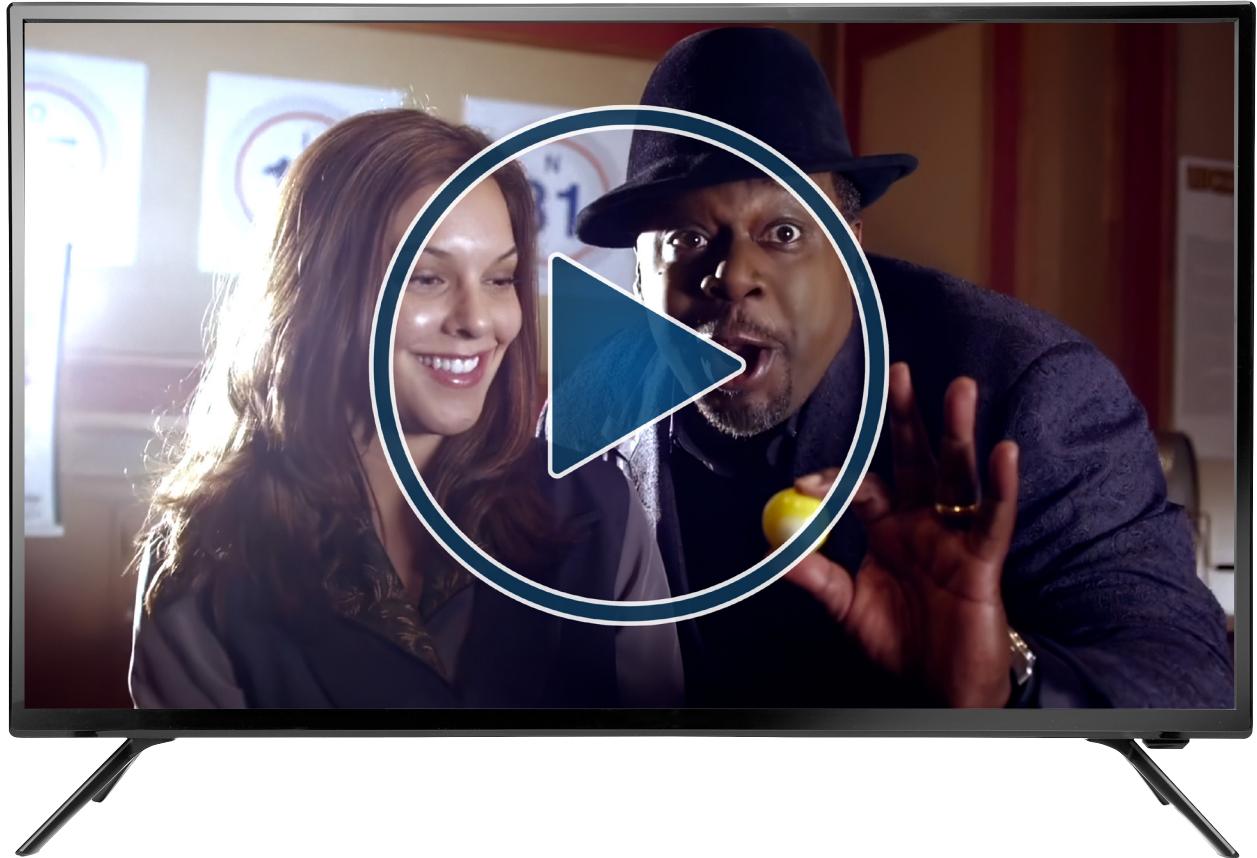
A looming economic downturn is threatening the local economically depressed region, resulting in losses of spend per guest. Additionally, brand awareness trailed multiple properties outside of the local market.



/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

How far is fun?



How far is fun?



Fine dining 11 miles away!

210 Fwy, exit Highland Ave.

SAN MANUEL
INDIAN BINGO & CASINO

www.sanmanuel.com

Pai Gow 53 miles away!

North to 210 east, Exit Highland Ave.

SAN MANUEL
INDIAN BINGO & CASINO

www.sanmanuel.com

LA KINGS SAN MANUEL
INDIAN BINGO & CASINO

PAIR OF KINGS

LAKINGS.COM

PRIDE=PASSION=POWER

SANMANUEL.COM



REGIONAL OUT-OF-HOME

WIN a CHALLENGE
with one of our CHAMPIONS!

"TRY AND PASS ME."

"JUST US... ONE ON ONE."

"YOU 'N ME BRING IT."

"YOU AND ME CENTER ICE."

"RACE MATT THE KENSETH CHECKERED FLAG"

"TAKE YOUR BEST SHOT AT TITO ORTIZ"

"STAND TOE-TO-TOE CENTER RING GLARING INTO THE EYES OF ONE OF THE GREATEST BOXERS OF ALL TIME. ARE YOUR KNEES KNOCKING?"

"Text to your champ (Example: text annie to 34343)"

enter at [www.BOLD CHALLENGE](http://www.boldchallenge.com)

DEL TACO
GO BOLD OR GO HOME

SAN MANUEL
INDIAN BINGO & CASINO

An Economic Development of The San Manuel Band of Mission Indians

How far is fun? Closer than you think!

NO PURCHASE, PAYMENT, ENTER OR WIN. Open to legal residents 18 years or older. Entries must be received on or before 11:59 p.m. (PT) on 12/31/08. San Manuel Indian Bingo & Casino is the premier gaming establishment. Style poker and blackjack, high-stakes roulette, craps, keno, slots, bingo, and more. Certain restrictions, qualifications and conditions apply. For official rules go to www.samanuel.com and read the rules online under "How far is fun?"

www.samanuel.com
Must be 21 or over to enter casino

Play responsibly. 1-800-GAMBLER

67 miles from Staples Center • 25 miles from Ontario Airport • 20 miles from Fontana • 54 miles from Anaheim • 83 miles from Pacific Palisades • 92 miles from Malibu • 7 miles from Westwood • 68 miles from Hollywood • 93 miles from Simi Valley • 90 miles from Valencia • 74 miles from Beverly Hills • 34 miles from Mt. Baldy • 34 miles from Big Bear Lake • 57 miles from Pasadena • 17 miles from Riverside • 67 miles from Barstow • 7 miles from San Bernardino • 80 miles from San Jose • 94 miles from Sacramento • 120 miles from the Las Vegas Strip • 122 miles from Bakersfield • 125 miles from Fresno • 127 miles from San Francisco • 130 miles from San Diego • 132 miles from San Luis Obispo • 135 miles from San Jose • 138 miles from San Francisco • 140 miles from San Luis Obispo • 142 miles from San Jose • 145 miles from San Francisco • 148 miles from San Luis Obispo • 150 miles from San Jose • 152 miles from San Francisco • 155 miles from San Luis Obispo • 158 miles from San Jose • 160 miles from San Francisco • 162 miles from San Luis Obispo • 165 miles from San Jose • 168 miles from San Francisco • 170 miles from San Luis Obispo • 172 miles from San Jose • 175 miles from San Francisco • 178 miles from San Luis Obispo • 180 miles from San Jose • 182 miles from San Francisco • 185 miles from San Luis 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Closest slots to LA Kings!

Just 67 miles east.
Take I-10 to the 210, Exit Highland

SAN MANUEL
INDIAN BINGO & CASINO

An Economic Development of The San Manuel Band of Mission Indians

777 San Manuel Blvd. Highland, CA 92346
www.samanuel.com 1-888-777-7402

Play responsibly. 1-800-GAMBLER



PRINT

THE PRESS-ENTERPRISE
SECTION D
SUNDAY
MY 4, 2010

BUSINESS

HOUSE ADVANTAGE

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

no gets good odds advertising at sports venues

BETTING ON SPONSORSHIPS

The San Manuel Club is offered its own logo and information inside numerous Southern California sports and entertainment venues.

STAPLES SAN MANUEL

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 MISSION INDIANS

CASINO

League Baseball became less relevant advertising that promoted gambling institutions about three years ago, he said. "San Manuel has failed to catch up with the Arizona Diamondbacks in terms," he said.

The way Lombardi describes it, San Manuel's effort to brand its insignia and advertising is "a little late" and may be done for now, although San Manuel has failed to catch up with the Arizona Diamondbacks in terms," he said.

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

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

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

House of Blues sponsored signage was added just last year. In late 2008, the casino bought naming rights to the VIP room at Citizens Business Bank Arena when it opened. The casino is a founder of the Southern California Staples Center where it sponsored the San Manuel Club at the arena and has signage on several scoreboards during sporting events, where up to about 10,000 people go to see a performance. Most recently, the casino indicated it had expanded its interests at the Honda Center to a sponsorship of the entire premises, less the suite holders and suite owners, at the arena, which is the home of the Ducks hockey team.

Club suites range from \$150,000 to \$200,000 to attend all events.

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

Michael Paladino, an analyst who focuses on tribal gaming, said the San Manuel's effort to align with the Staples Center and the arena is a move to align with the Ducks hockey team. "They have the best location," he said. "San Manuel is 'They're the closest to the LA market,'" Paladino said. "Other Southern California tribes have been in the Los Angeles Angels' stadium in Anaheim and the downtown San Diego Padres' Petco Park, but San Manuel is alongside San Manuel at the Honda Center for Lakers games, he said.

"They pretty much got under pressure as the recession deepened, curbing discretionary spending among the gamblers," he said.

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

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

Reach Kimberly Pierce at 951-368-9552 or kipierce@pe.com

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?" here and everywhere, including billboards, print ads, radio ads, 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 it would be best to make 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!"

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 a TV commercial for the "How Far is Fun?" campaign. 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, etc.). The celebrities will 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 quite a few. Viewers will see Sugar Ray Leonard dining at The



22 Indian Gaming May 2009



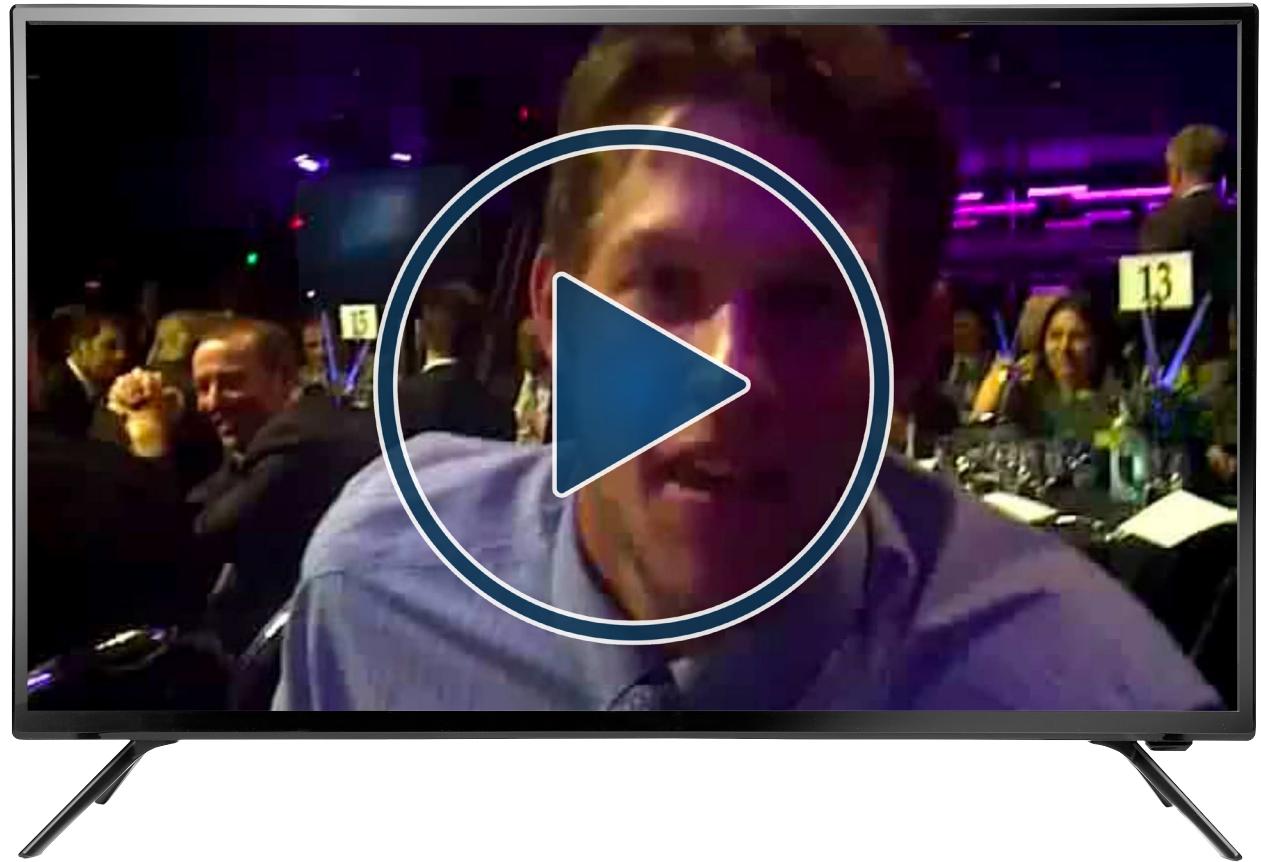
AIRPORT AND STADIUM ADVERTISING



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.





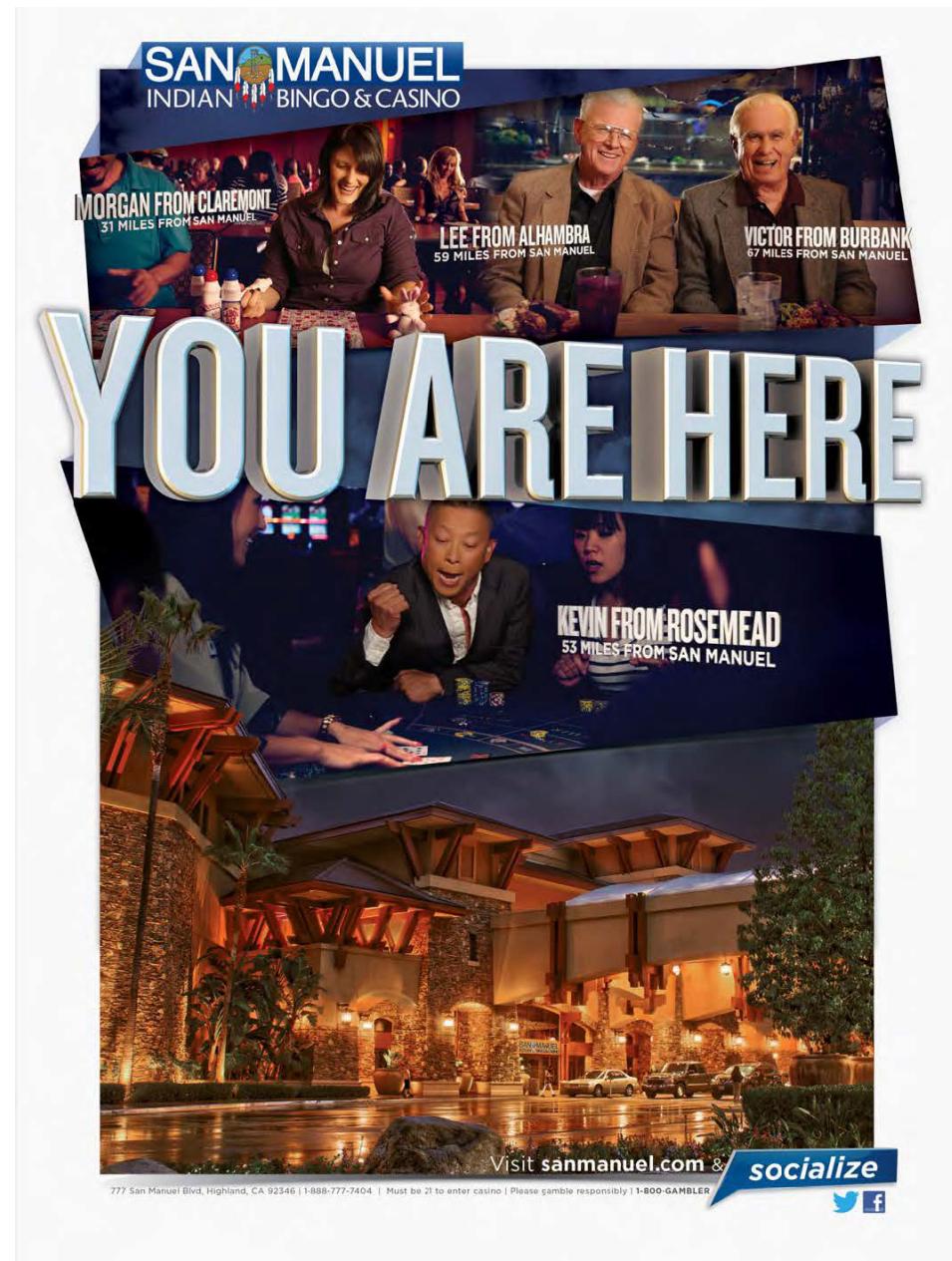
OUT OF HOME

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.



PRINT

SYCUAN CASINO

PLAY. WIN. TOGETHER.

PLAY. WIN. TOGETHER.

SYCUAN CASINO

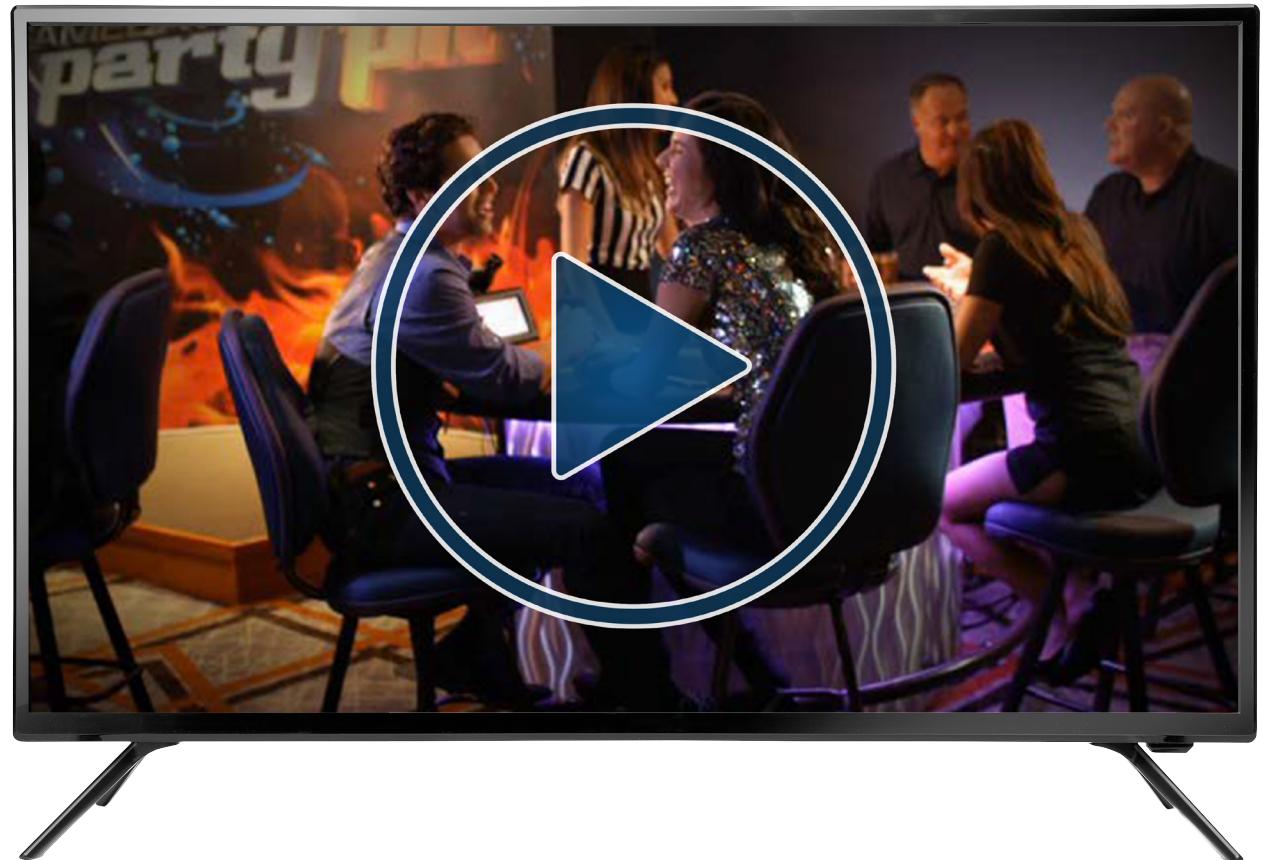
/Challenge/Opportunity:

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.Togther.” 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.

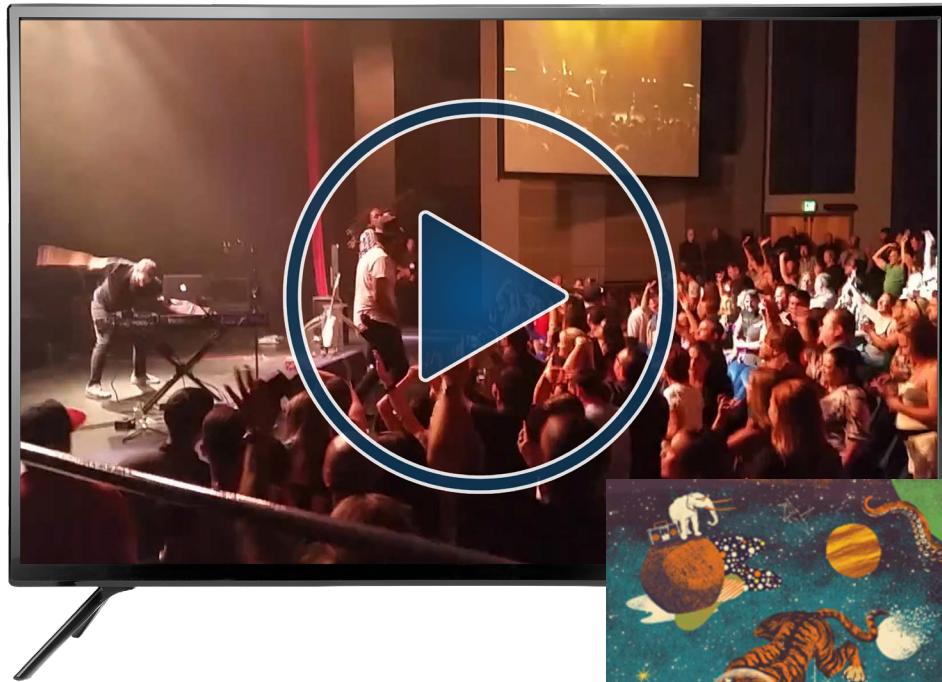




3-DIMENSIONAL OUT-OF-HOME

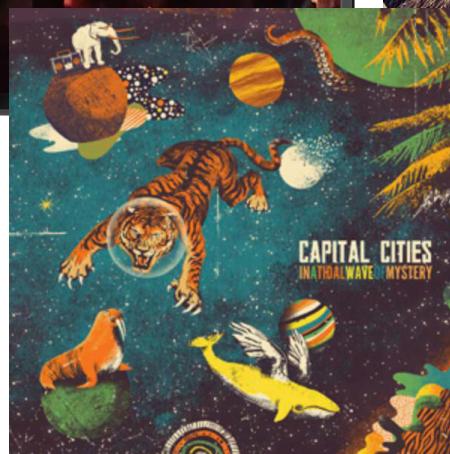


3-DIMENSIONAL OUT-OF-HOME
HISPANIC MARKET



Did it Work?

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



SYCUAN CASINO BRANDING PREMIERE

SYCUAN CASINO

5469 CASINO WAY, EL CAJON, CA | 619.445.6002 | SYCUAN.COM

GUESTS MUST BE 18+ TO ENTER CASINO AND RESTAURANTS. MUST BE 21+ TO ENTER THEATRE AND SPORTS BAR. PLEASE PLAY RESPONSIBLY.

PLAY.WIN.TOGETHER.
BRAND KICK-OFF CELEBRATION

SYCUAN CASINO

PLAY. WIN. BUILD. TOGETHER.

PLAY. WIN. BUILD. TOGETHER.

SYCUAN CASINO

/Challenge/Opportunity:

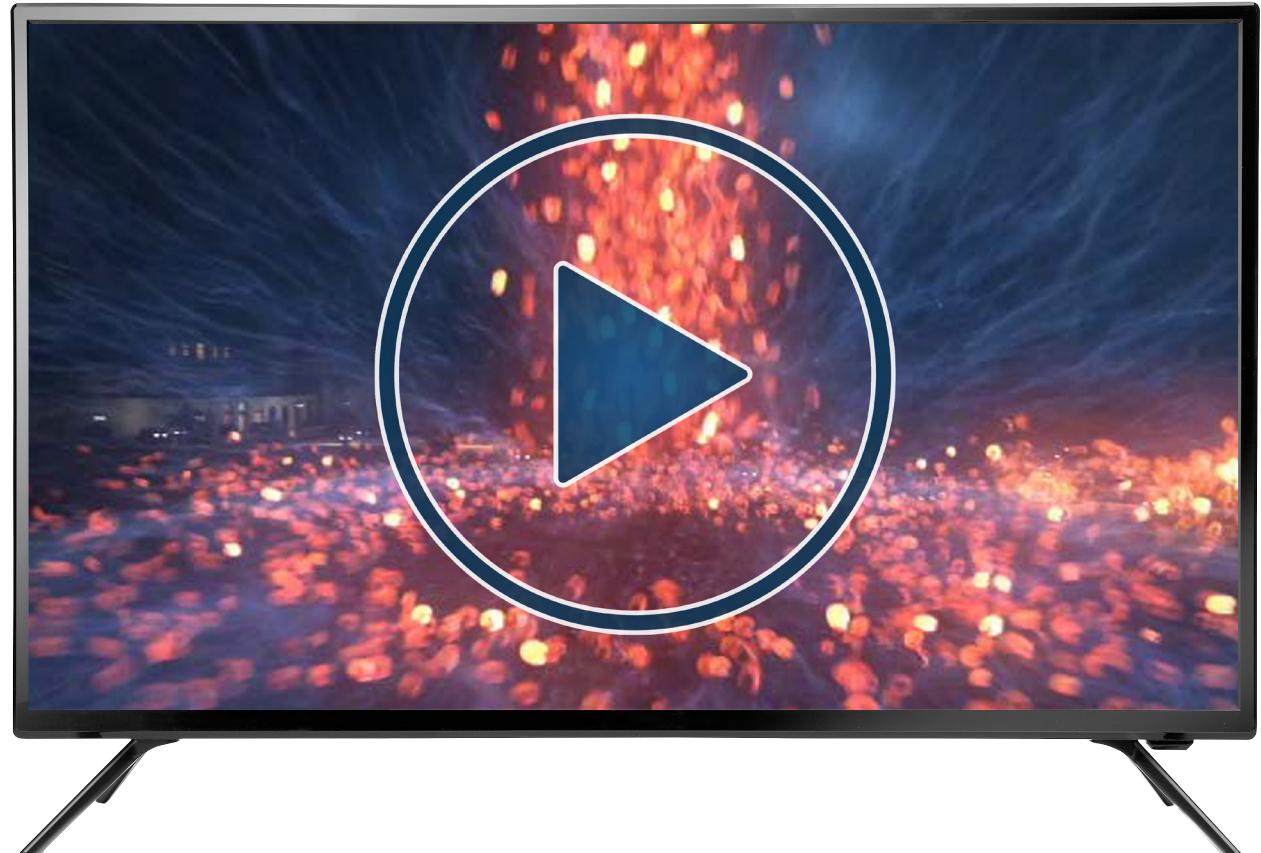
Play. Win. Together.
Has been a tremendous success,
however, preparing for announcement
and public response to a 260 million
dollar expansion looms large. Expansion
itself is a major change with messaging
that must be carefully managed.



/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.





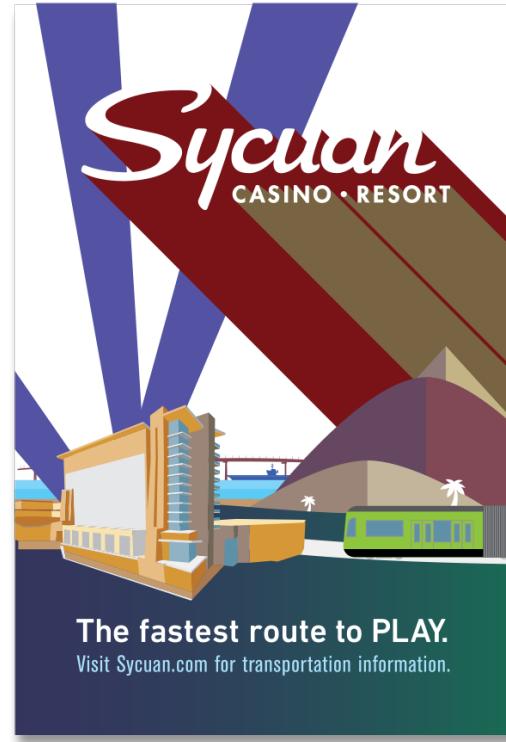
Sycuan Casino Resort
VR PROPERTY LAUNCH



SYCUAN VISION

VIRTUAL REALITY APP

Virtual Reality app and 360° 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

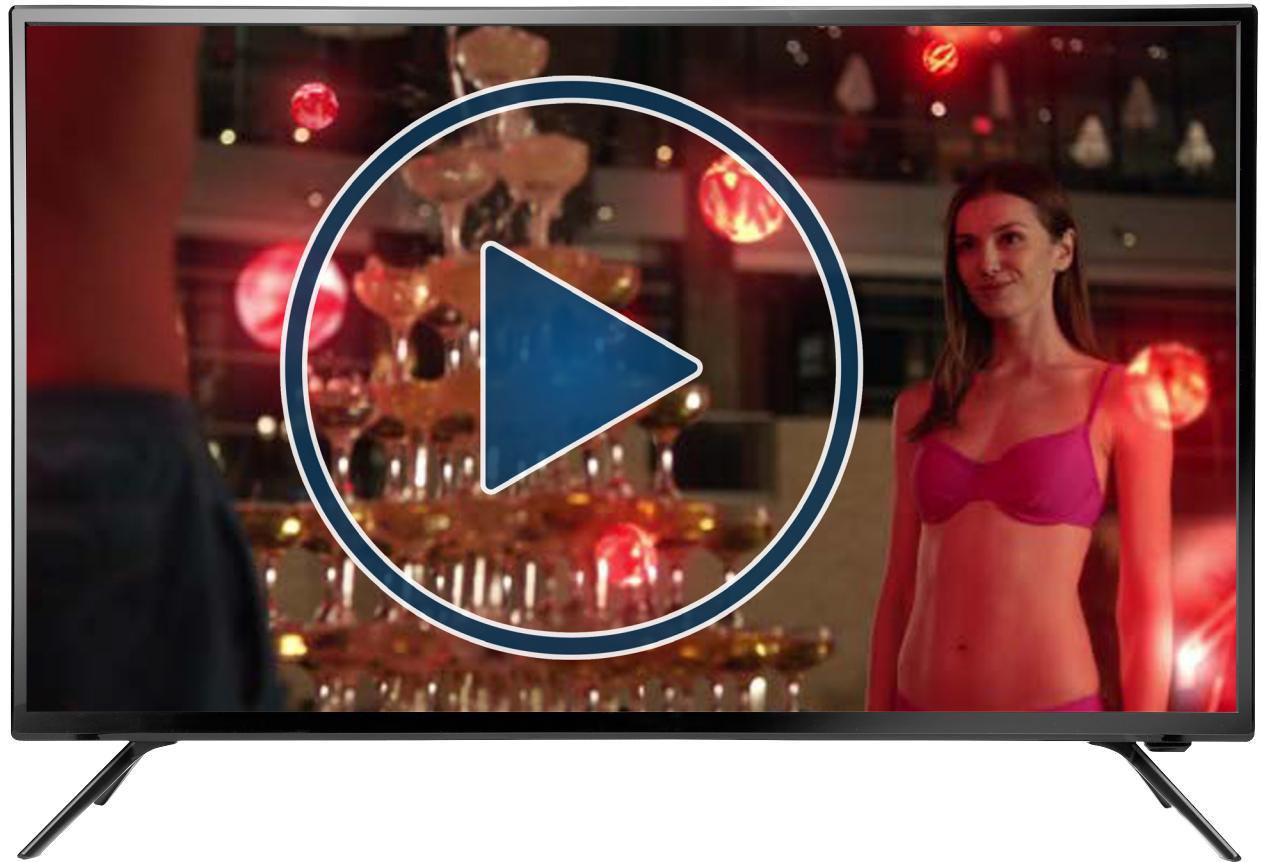
/Challenge/Opportunity:

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

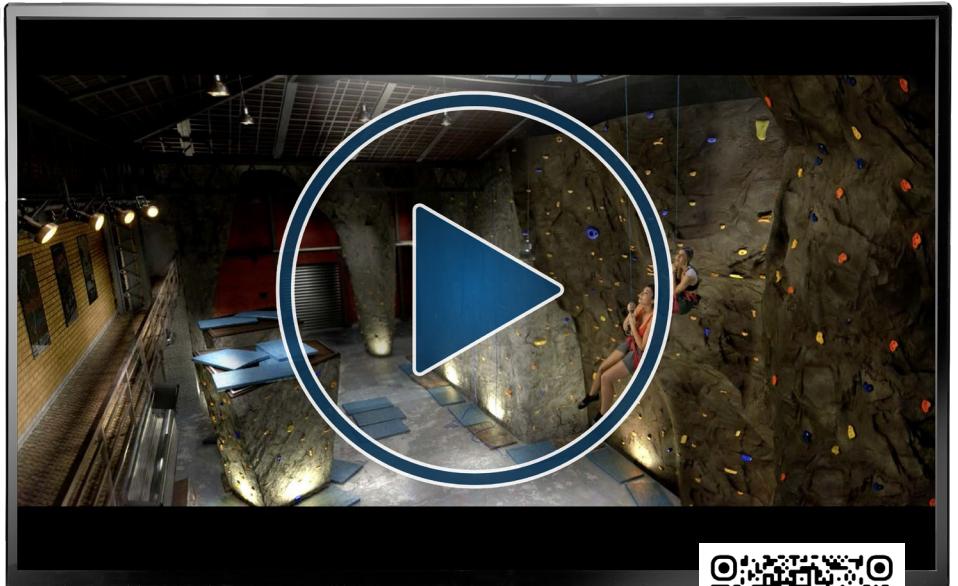
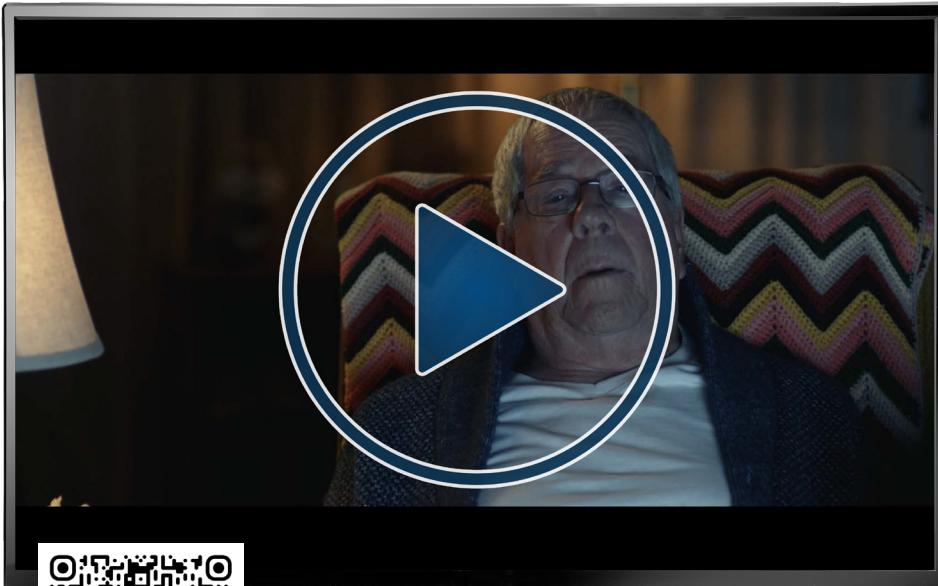
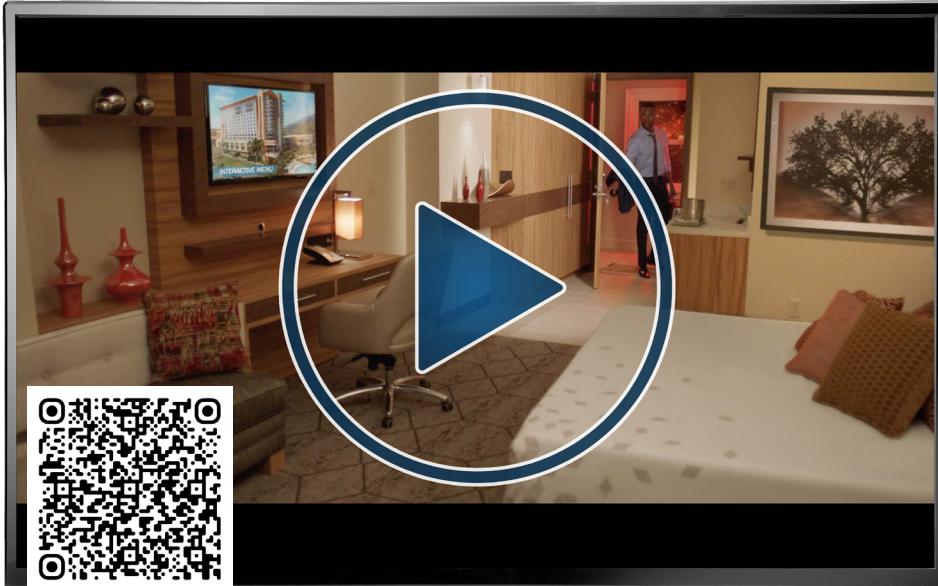


/Solution:

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



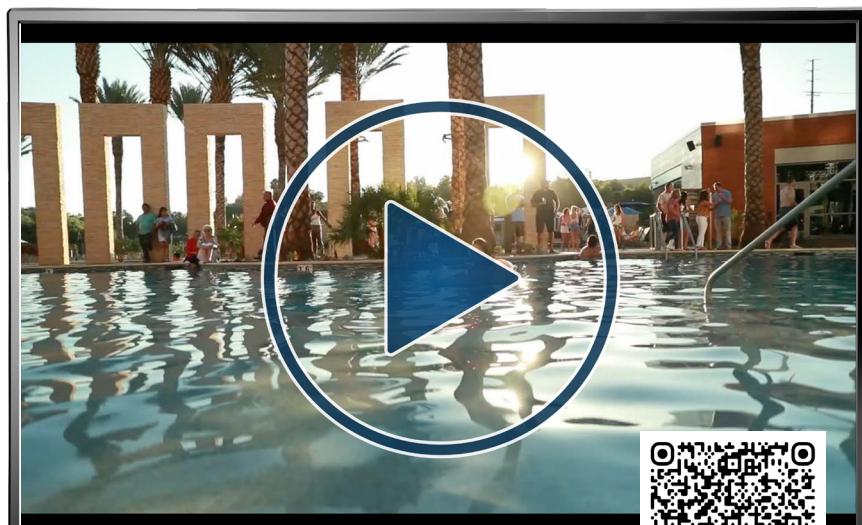
PRINT



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.

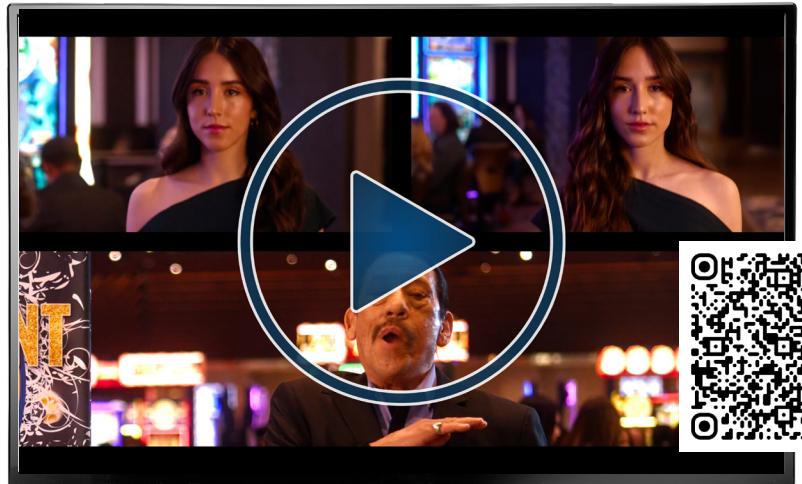
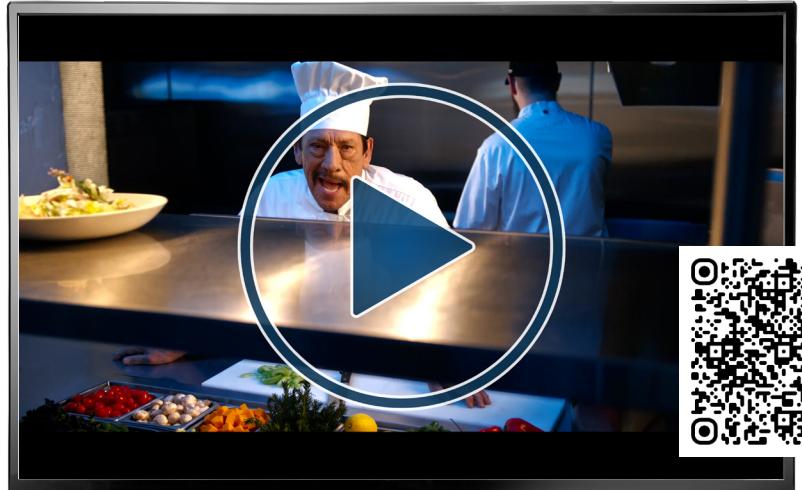


60: GRAND OPENING BROADCAST COMMERCIAL

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. The 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.

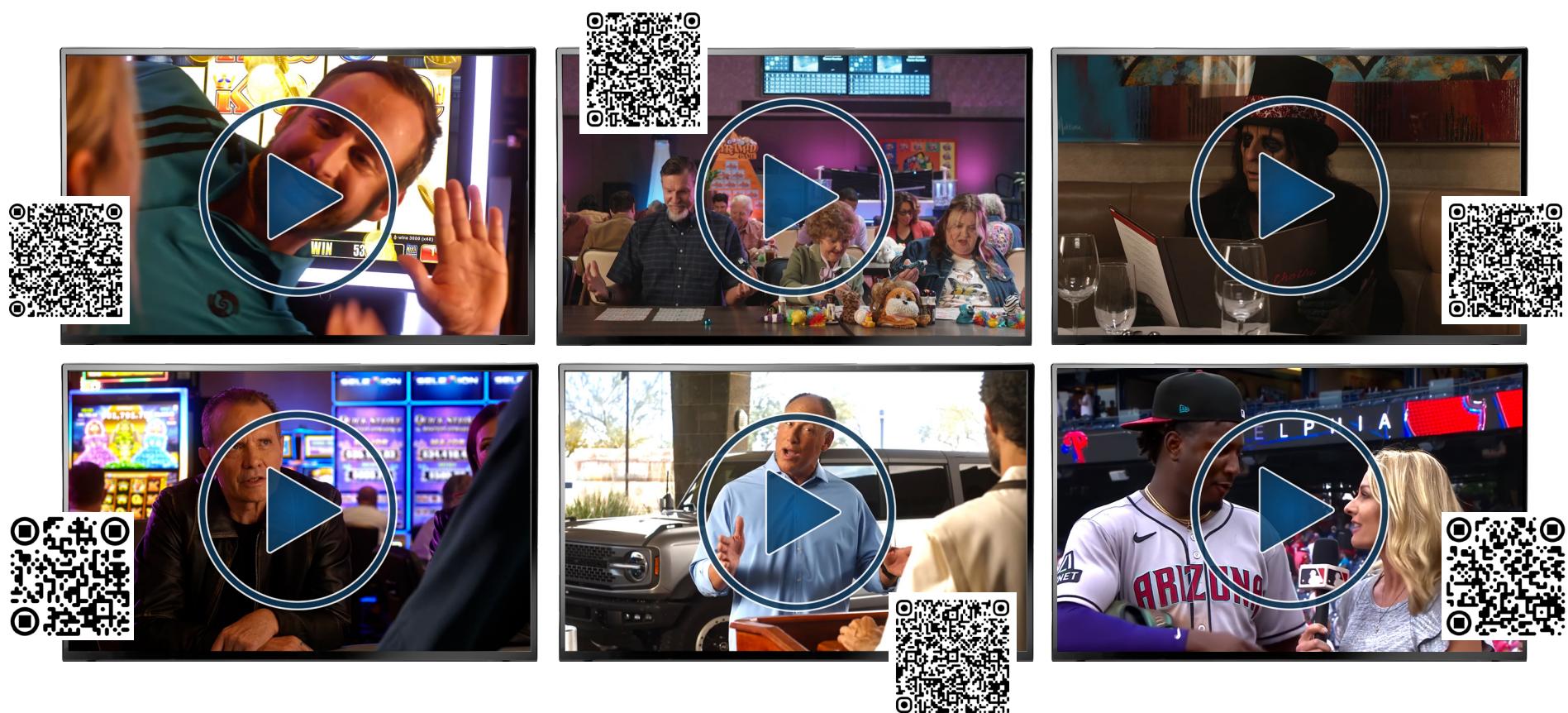
/Solution:

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

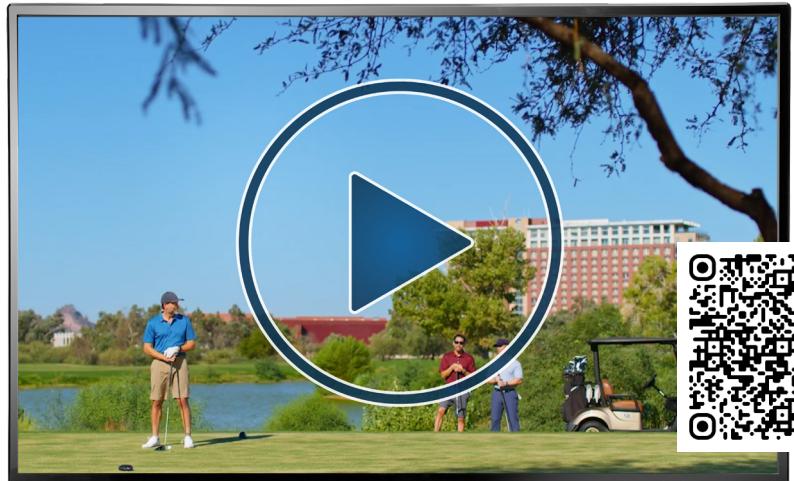
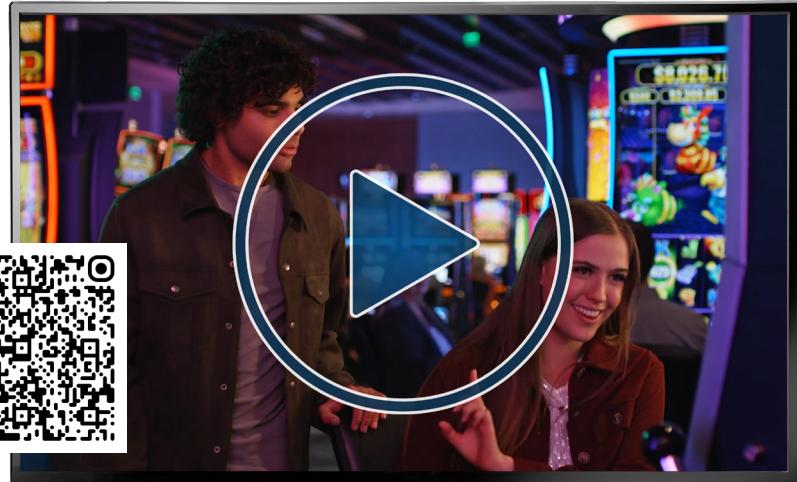


/Challenge:

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 unpredictable 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 sophistication for a truly unmatched campaign.

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