

CASE STUDY

TURNING A HISTORIC LEGACY
INTO A BUSINESS ADVANTAGE



RESULTS

- **R11.8M** in revenue—exceeding the R4M target by 195%
- **38.8%** year-on-year growth, breaking stagnation in a struggling category
- **694% ROI** on marketing spend
- **13%** conversion rate (1,129 enquiries, 147 confirmed bookings)

By challenging category norms, leaning into its historic credibility, and differentiating beyond price, Emperors Palace redefined itself as a serious business venue—with record-breaking results.

THE COMPANY

Emperors Palace is a premier conferencing and entertainment venue in South Africa, operating under the Peermont Group.

THE CHALLENGE

In a highly **price-driven category**, Emperors Palace needed to stand out without resorting to discounting. Compounding the challenge, major roadworks disrupted access, and the perception of its casino overshadowed its credibility as a business venue. The goal? Drive R4M in conferencing revenue in Q4.

INSIGHT & SOLUTION

Price was not the only way to win. The real game-changer lay in reframing the venue's unique history—the very place where the CODESA negotiations took place, shaping South Africa's democracy.

The campaign, built around "**Never Underestimate a Strong Start**," positioned Emperors Palace as the place for serious business decisions—where strategy, collaboration and game-changing ideas happen.

A multi-channel ATL and BTL campaign targeted government, PCOs and corporates, using high-impact radio, outdoor ads, desk drops and direct engagement to reinforce its status as a strategic venue, not just an entertainment hub.