

Emerald Queen Casino Hooks Concert-goers & Drives Ticket Sales With Video Ads



Client

The Emerald Queen Casino, one of the largest casinos in the state of Washington, runs a casino, hotel, restaurant, night club and entertainment venue that features acts such as Air Supply, Pat Benetar, Clint Black and the Spinners. Emerald Queen has found that advertising its concert series is a great avenue for promoting the casino as a whole and for bringing people through the door.

| METRICS | EMERALD QUEEN XSPOTS | OVERALL XSPOT AVERAGE |
|--------------------------------------|----------------------|-----------------------|
| Active View Rate (Views/Impressions) | 2.04% | 1.67% |
| % of Video Watched | 67% | 48% |
| Engagement Rate | 2.55% | 2.25% |

We found that the Video Ads provided us with a great mix of traditional branding and the ability to sell tickets directly through the ad. We were extremely pleased with the results from our campaign.

Tom Henderson
TH Media

Campaign

- ▶ The Casino sought to drive exposure and ticket purchases by reaching out to an untapped audience on the web. It wanted the flexibility to update ads with new concert information on a regular basis, and to do it all affordably.
- ▶ Working with a local agency and Comcast, and using the Mixpo platform, the Casino turned existing TV spots into Xspots—interactive rich media ads for the web.
- ▶ Xspots were swapped bi-weekly, and messaging even more often, to reflect new concerts, dates and ticket availability.
- ▶ Xspots ran from July through October 2009 on the Comcast.net portal.

Outcome

- ▶ It's safe to say the Emerald Queen Casino has found its audience online. The Casino is confident that Xspots are driving ticket purchases, as recent shows—even those featuring less popular performers—are selling out.
- ▶ Over the course of four months, Comcast delivered over 1.5 million impressions of the Casino Xspot. More than 31,000 viewers actively chose to watch the ads and completed viewing, on average, 67 percent of each ad.
- ▶ What's more, viewers were 22 percent more likely to click to watch the Emerald Queen ads compared with video ads overall. Viewers also watched, on average, 40 percent more of the video compared with other video ads.
- ▶ This unique solution allowed the Casino to reinforce its message across two media—TV and web—in a consistent way, and to significantly broaden its reach.
- ▶ By using existing TV ads, the Casino was able to avoid the high costs and complex production usually associated with rich media ads, while still getting almost unlimited flexibility to swap out ads and overlays to reflect the changing musical acts, dates and ticket availability.
- ▶ Emerald Queen is continuing to advertise its Casino and concerts through Mixpo Xspots on Comcast.net.