



# MARKETING RESULTS FIRM PROFILE



*"Isn't it strange how princes and kings,  
and clowns that caper in sawdust rings,  
and common people, like you and me,  
are builders for eternity?"*

– R.L. Sharpe



# What defines success for you?

Most of our clients measure success by gains in market share and profits.

Since 1988 we have focused on redefining the best performing marketing tools to create a pronounced competitive advantage. We apply player research to understand the shifting competitive environment and the attitudes of casino players and resort guests to satisfy their needs. We use what we learn to create campaigns that resonate with target segments and improve measurable results.

The centerpiece of our marketing innovation is Advanced Intelligence Marketing (AIM®). AIM® is a robust yet simple marketing, analysis and CRM solution, ([www.mriaim.com](http://www.mriaim.com)). AIM® is available to clients as one of many competitive advantages that we reserve for their exclusive use.

MRI has rebranded and re-positioned major casinos' brands in highly competitive markets.

We focus on three pillars:

1. Provide superior experiences that the property can deliver
2. Target the market to premium players with relevant messages
3. Develop a unique communications approach that differentiates clients

Without preconceived notions, we study every client's situation and develop the right marketing solution, then effectively and efficiently apply the best tools.

This brochure describes important innovations that may interest you.



GARY BORDER  
PRESIDENT, FOUNDER

OUR SCORECARD

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LAND BASED CASINO  
& HOTEL CLIENTS

**37**

NATIVE AMERICAN  
CASINO CLIENTS

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RIVERBOAT CASINO  
CLIENTS

**14**

GAMING WEBSITES  
DESIGNED

**23**

PROPERTY OPENINGS

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PLAYERS CLUB DESIGNS

**7**

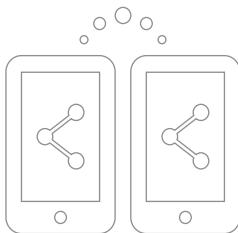
MAJOR EXPANSIONS

**9**

RACINOS

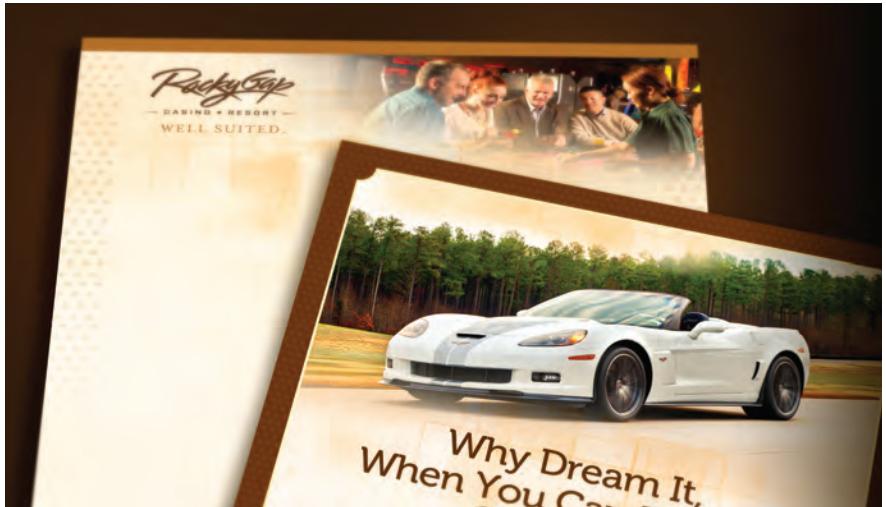


# There are no new problems, only new opportunities.



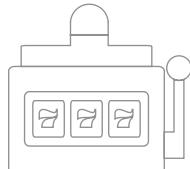
By blending technology with market research, we can maximize the advantages of your casino within its unique environment. We start by scrutinizing daily operations, talking with key staff members, and studying existing marketing strategies with respect to the competition.

Our bottom-up approach reveals opportunities for growth and empowers decision-making in all aspects of your daily operations. No matter the need, we have experience in filling it and the tools needed to gauge its efficiency. Our approach leaves nothing to chance, and we work with you at every step to ensure your brand stays distinctive, powerful, and top-of-mind.



# Creating brand identities that are easy to identify.

It's about unique individuals who enjoy gaming in a respectful, service-oriented environment. Our decades in the industry help us focus on players who are genuinely engaged in the casino experience. Often casinos lose sight of the thrill that accompanies the pursuit. Don't get us wrong...players want to win, but winning is about their experiences as much as it's about putting money back in their wallets.



It is more important to make friends than to make deals...

Brand cohesion requires more than inviting logos and font consistency. Casinos need consistency at their core. Bringing out the best in your staff brings out the best in your brand. As outsiders, it's easy for us to speak the gambler's language while keeping our eyes focused on your bottom line. We'll show you new ways to use your database to help you target key players and engage them personally. This saves time and money and quickly improves customer loyalty while simultaneously reducing in-house expenses.

The image shows a tablet displaying a database analysis interface for a system named AIM. The interface includes a navigation bar with links like Dashboard, Player Detail, Campaigns, Emails, Analysis, Redemption, Query Tool, Player Development, Document, Settings, and Help Desk. The main content area features several data visualizations:

- Top 5 Campaigns ROI:** A bar chart showing the Return on Investment for five campaigns. The campaigns and their approximate ROI values are: Campaign 1113 (~480), Campaign 1089 (~450), Campaign 505 (~380), Campaign 1123 (~350), and Campaign 1082 (~380).
- Campaign Player Redemption:** A horizontal stacked bar chart showing the number of players who have redeemed or not redeemed for eight different campaigns. The data is as follows:

Campaign ID	Redeemed	Not Redeemed
8 1261	~100	~1,000
7 1262	~100	~1,000
6 1264	~100	~1,000
5 1266	~100	~1,000
4 1284	~100	~1,000
3 1300	~100	~1,000
2 1350	~100	~1,000
1 1307	~100	~1,000
- Player Lookup:** A search form with fields for Type of Search and Keywords, and a Continue button.
- Campaign Search:** A search form with fields for Type of Search and Keywords, and a Continue button.
- Player Detail:** A search form with a Player ID field.



ADVANCED INTELLIGENCE MARKETING

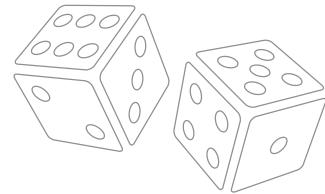
## Data talks, AIM® translates.

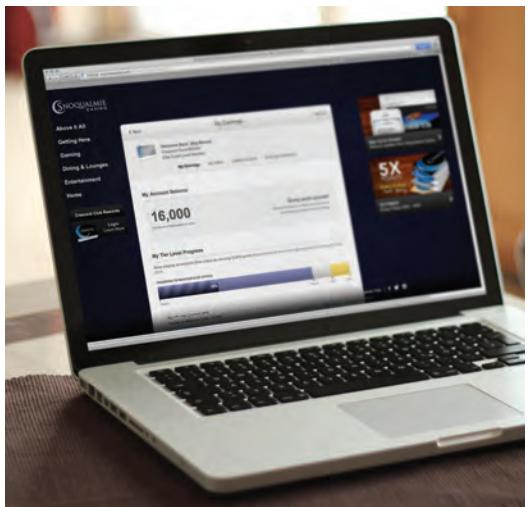
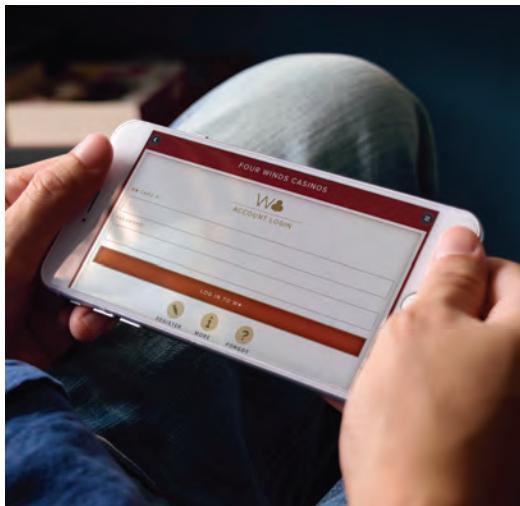
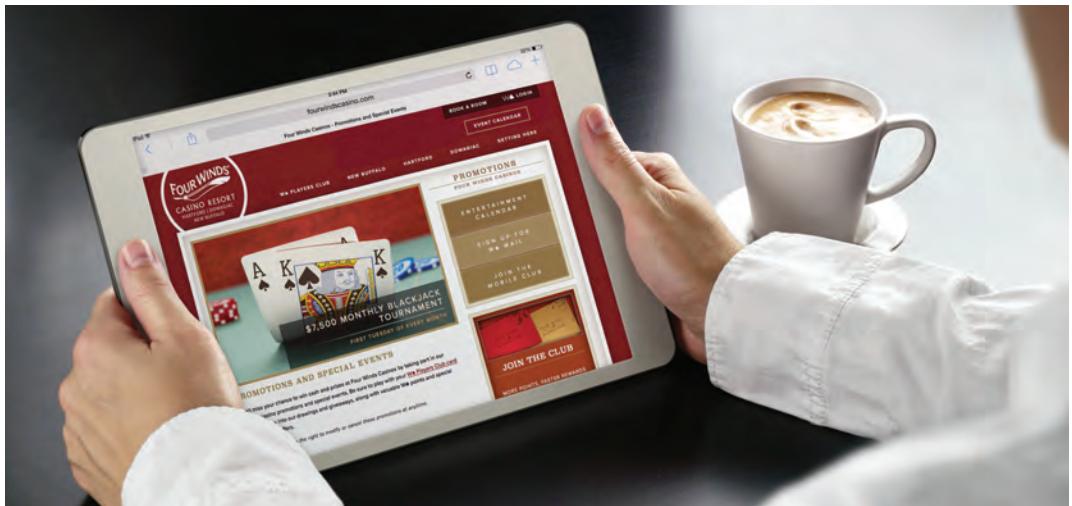
Data is only as useful as your understanding of it. Metrics don't lie, and AIM® is an easy-to-use, uber-secure, state-of-the-art marketing tool that allows instant access to reports so you can make real time management decisions in converting your casino data into loyal, repeat players.

We initially developed AIM® as our competitive advantage to enable CRM strategies with rapid feedback from customers. This "player dialogue" enables real time adjustments to enhance campaign performance. In fact, we'd been honing AIM® for fourteen years before we brought it to market. AIM® was the first program of its kind, and its success has our competitors scrambling to catch

up. We've made AIM® compatible with all operating systems and perfected data mining for maximum user-friendliness.

It takes hours to lay out this program's capabilities, but here's a quick taste: AIM® charts the progress of programs past, present, and future. AIM® eliminates campaign redundancies while keeping current with each state's laws and compliance regulations. AIM® can also be used to create and manage long-term goals for your hosts. Yet perhaps the best part of AIM® is that it comes packaged with a staff of its developers—developers who've spent twenty years following the market from the inside.





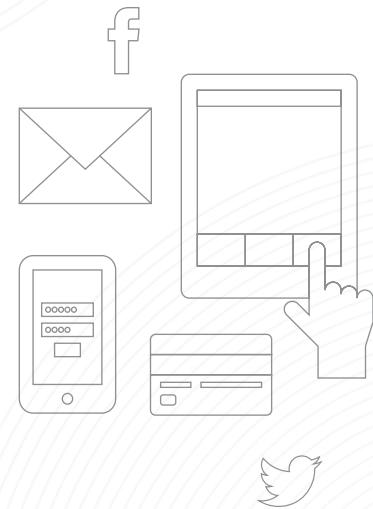
# If gamblers use it, we use it.

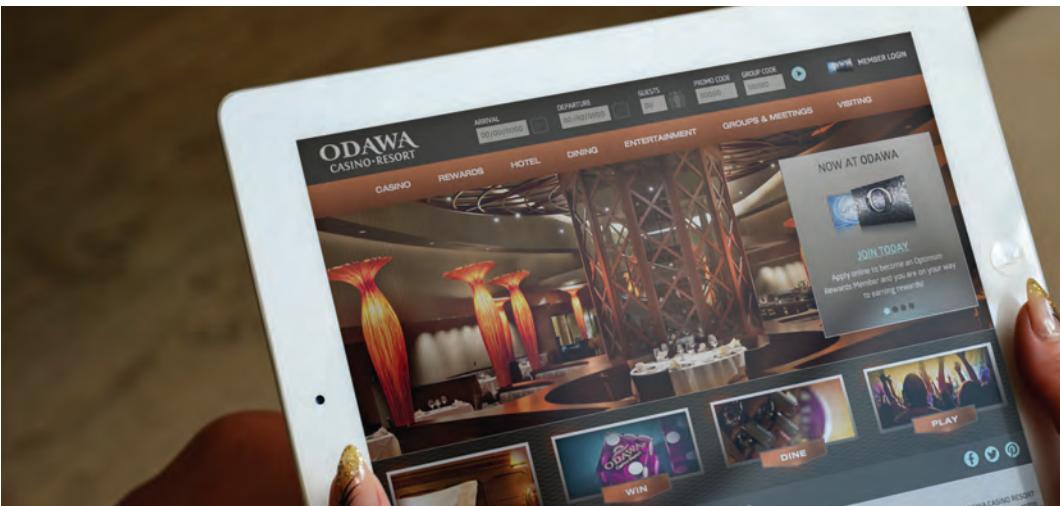
A message that resonates with one gambler may not work as well with another. The trick is to reach varied audiences at the time they're most ready to hear what you have to say. Targeted content leads to relationship-building dialogues. What's important is consistency across all platforms and living up to each and every one of your promises.

Great creative begins with research, which is why we work with you to remind players, employees, shareholders and regulators why you are the best choice. Our team helps you implement engaging, interactive websites, mobile applications, advertising campaigns and POS touch points. We design and manage players clubs that foster lasting brand loyalty. We design promotions and advertising campaigns that work both in-house and outdoors.



In short, wherever your players go, we'll be there reminding them about how much they miss you.

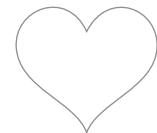




# We are with you every step of the way.

Markets fluctuate, and keeping current with customers' needs and service delivery expectations is as difficult as it is crucial. We've worked behind the scenes in over 130 casinos, facilitating internal communications to maximize database offerings and build brand loyalty. Needless to say, we'd love to do the same for you.

We'll keep your customers engaged with your brand by leveraging all data sources to discover unmet and underserved customer needs. We'll then work with you to fulfill these needs through engaging, targeted dialogues. Not only will we make your job incomparably easier, our patented AIM® system will let you follow the results in real time. Give us the chance, and we will put you on the right track to gaining marketing efficiencies where they really count: on your bottom line.



## CLIENTS WE'RE PROUD TO HAVE WORKED WITH...



...BRANDS WE'RE PROUD TO HAVE HELPED BUILD.





*"Logic will get you from A to B.  
Imagination will take you everywhere."*

– Albert Einstein