



INTEGRATED MARKETING

Client: TROP
Project: TROP Online Fingers
Job #:
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AE:
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[BB]

YOUR NOSE WILL APPRECIATE THE BREAK
-- GIVE YOUR NOSE A BREAK
TropicanaCasino.com

TIP. TAP. WHOA!
TropicanaCasino.com

PICK A WINNER!
-- GO AHEAD... PICK A WINNER!
TropicanaCasino.com

TIP OF YOUR FINGER ACTION
TropicanaCasino.com

NEVER DIG FOR GOLD AGAIN!
-- A BETTER WAY TO DIG FOR GOLD!
-- THE BEST WAY TO DIG FOR GOLD!
TropicanaCasino.com

ONLINE CASINO. REAL WINNINGS.
-- ONLINE CASINO. REAL MONEY.
TropicanaCasino.com

REAL MONEY... JUST A TAP AWAY
TropicanaCasino.com

NEVER BE OUT OF TOUCH
TropicanaCasino.com

CASINO ACTION IN THE PALM OF YOUR HAND!
TropicanaCasino.com

PUT YOUR FINGERS TO GOOD USE!

Please be advised, Magnum Integrated Marketing performs trademark searches utilizing the uspto.gov [The United States Patent and Trademark Office] website to perform rudimentary investigations of promotional names, venue names and other copy as related to specific jobs and new business development. This is not a 100% definitive or conclusive search method. **Client is ultimately responsible for using its legal representation for the final approval of copy appearing in all facets of its advertising, including print, direct mail, newspaper, catalog, point-of-purchase, outdoor, social media, radio and TV.**

TropicanaCasino.com

CASINO ACTION WITHIN REACH!

TropicanaCasino.com

HOLD ON TIGHT!

TropicanaCasino.com

WINNING IS EASY AS LIFTING A FINGER!

-- WIN JUST BY LIFTING A FINGER!

-- LIFT A FINGER & WIN!

TropicanaCasino.com

[:15 - TV]

VERSION 1

Style: Hammy WWE dialogue

Spot opens with two thumbs dressed as luchadors.

LUCHADOR 1: I SAY *HIT!*

LUCHADOR 2: I SAY *STAY!*

LUCHADOR: THERE'S ONLY ONE WAY TO SETTLE THIS THEN!

Thumbs begin to wrestle. After some back and forth, Luchador 1 pins Luchador 2 on top of a tablet, clicking the HIT button, resulting in 21. TropicanaCasino.com logo flashes on the screen.

TAG: THAT'S HANDS ON WINNING!

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VERSION 2

Spot opens with two fingers talking, one is dressed as a miner.

FINGER 1: STILL DIGGING FOR GOLD, HUH?

FINGER 2: IT'S A LIVING.

FINGER 1: HAVEN'T YOU HEARD? THERE'S AN EASIER WAY TO HIT IT BIG:
TROPICANACASINO.COM!

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Finger 1 points towards an illuminated screen with the TropicanaCasino.com logo on it.

TAG: THAT'S HANDS ON WINNING!

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VERSION 3

Spot opens with two fingers at a salon getting their nails done.

FINGER 1: OOOH, LOOK AT YOU, MISS FANCY CUTICLES, GETTIN' ACRYLIC;
HOW'D YOU AFFORD THAT?

FINGER 2: I WON A LOT AT TROPICANACASINO.COM.

Hand lifts up Finger 2, fingers outstretched as not to mess them up, and taps the phone.
TropicanaCasino.com logo fills the phone's screen.

VO: ONLINE CASINO. REAL MONEY!

TAG: THAT'S HANDS ON WINNING!

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VERSION 4

Spot opens with a finger crawling on tan colored bed sheets (like a person lost in a desert).

POINTER FINGER VO: BLACKJACK... BLAAACKJACK... BLAAAAAACKJACK!

Every inch seems like his last; but with his final ounce of strength, he reaches out and touches a phone, illuminating the TropCasino.com logo.

POINTER FINGER VO (refreshed): AAAAHHHHHHH!

TAG: THAT'S HANDS ON WINNING!

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VERSION 5

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Spot opens with two fingers talking.

FINGER 1: DID YOU KNOW THAT YOU CAN WIN *REAL* MONEY ONLINE AT TROPICANACASINO.COM?

FINGER 2: HOLD UP!

Finger 2 cleans out a human ear.

FINGER 2: SAY THAT AGAIN.

FINGER 1: THAT'S RIGHT – *REAL* MONEY – WHEREVER, WHENEVER – AT TROPICANACASINO.COM.

Finger 1 taps a tablet, illuminating the TropicanaCasino.com logo.

TAG: THAT'S HANDS ON WINNING!

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VERSION 6

Spot opens with two fingers talking.

FINGER 1: HE'S BLUFFING. GOTTA BE.

FINGER 2: I DON'T KNOW...

FINGER 1: WOULD I EVER POINT YOU IN THE WRONG DIRECTION?

FINGER 2: OKAY.

Finger 2 taps the *call* button on the phone. Finger 2's pair of kings take the pot.

FINGER 1: SEE, WHATTA I TELL YA! NOTHIN'!

Hands start clapping, knocking the two fingers into each other.

FINGER 1 & FINGER 2: OWWW... OWWW... OWWW!

TAG: THAT'S HANDS ON WINNING!

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