

River Spirit Casino Keeps Customers Loyal with “Summer of Love” Campaign

For the "Summer of Love" promotion 3,485 direct mail pieces with Personalized URL's were sent out. Tracking showed 1,647 views to the PURL (47.25%) and subsequently 1,552 responses (44.53%). As a result of this promotion River Spirit Casino noted over 50% increase in play from the respondents every Thursday for the duration of the promotion. RSC calculated that the final result was approximately \$1,500,000 in additional play from these players. This gave them a Return on Investment (ROI) of 4,764%. River Spirit Casino received the Diamond Romero Award in the Large Casino category for 2012. Diamond is the highest level award in the category.

**3,485 mailers sent
1,552 responses
50% increase in play
\$1.5 million in additional play
4,764% ROI**



Background

River Spirit Casino (RSC) is Oklahoma's one-of-a-kind gaming, dining and entertainment establishment. Located in the beautiful city of Tulsa, RSC provides the latest in state of the art machines, casual as well as fine dining and a variety of live entertainment. In an effort to cultivate a more dynamic, engaging interactive experience for casino guests, RSC has developed four personalized levels of loyalty, each determined by the amount of play during a six-month period. The loyalty levels of Classic, Premier, Elite and VIP Elite are fluid in that casino guests are ranked on the amount of play every six months; subsequently, status can change levels based on that amount in that time frame. RSC can then inform guests of any status change that may have occurred, (most recently updated in July), or show them their current point standing and offer an approach to regain or maintain their status level. Always on the cutting edge of the industry, RSC continually seeks to develop new ways to better serve guests through special offers and promotions. As a result of this determination and in conjunction with the loyalty program RSC generated its successful "Summer of Love" campaign. By combining the loyalty program with the "Summer of Love" promotion, River Spirit reported a 50% increase in play on each Thursday during the duration of the promotion. As a result the final count reached approximately \$1,500,000 in additional play.



Target Audience

Thanks to the loyalty program, River Spirit Casino maintains a list of Classic, Premier, Elite and VIP Elite members. The list of recipients for the “Summer of Love” promotion was assembled based upon the aforementioned list of current players from the Premier, Elite and VIP Elite members only. This end list amounted to a total of approximately 3500 players. From this list, RSC created two versions of the “Summer of Love” promotional message complete with personalized graphics appropriately matched to each age group of the target audience, (21–40, 40–60, and 60+). In the messages RSC reached out both to those who had dropped in the previously stated loyalty level as well as those who had maintained the status quo remaining at the same loyalty level.



RIVER SPIRIT Casino

Craig,

We would like to invite you to take part in our "Summer of Love Our Customers" promotion now through August 25, 2011.

In case you didn't notice, your status might have "made tracks", dropping you from VIP Elite status to Premier status. We want to show you some "love" ... "and get you back home again". Can ya dig it? Your point total from the last period (January 1-June 30) was...

| | |
|-----------|---------|
| VIP Elite | 200,000 |
| Elite | 75,000 |
| Premier | 5,000 |

15030

Power to the Player →

Continue

Campaign Objective

RSC designed this campaign to meet several specific goals:

- ❑ To inform players of current point standing
- ❑ To increase play during a traditionally slow day
- ❑ To increase awareness of the RSC Facebook page
- ❑ To generate participation in the "Summer of Love" promotional campaign

The Offer

River Spirit Casino sought to generate excitement about the promotion and to convince players to return to the casino. To encourage recipients of the mailer to register, as part of the promotion RSC offered a free "Summer of Love" T-shirt to those who visited the Casino. Furthermore, guests of the Casino were eligible for double points every Thursday during the months of July and August.

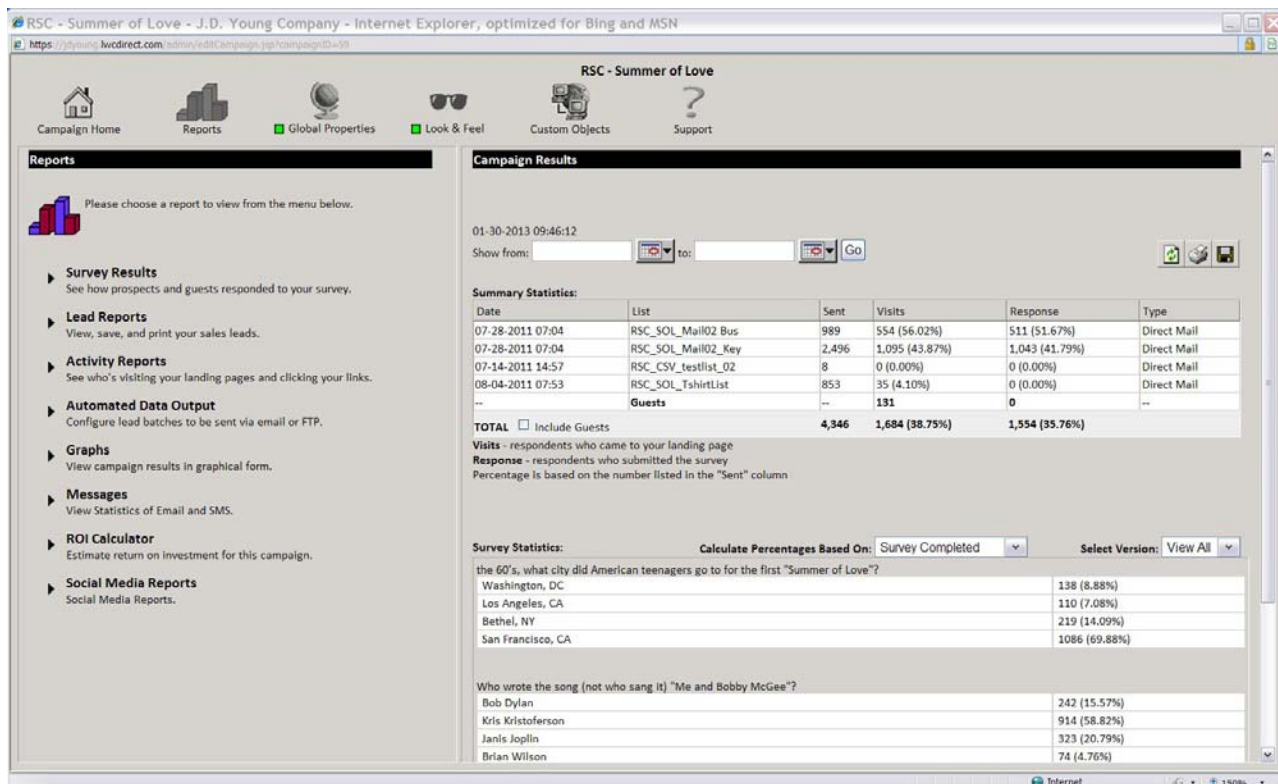


Campaign Structure & Creative Strategy

The idea for the "Summer of Love" promotion was derived from the "hippie" era of the 1960's. The promotion was designed to combine the "peacefulness" and "freedom" of the bygone era with a relaxing, carefree beach excursion. River Spirit Casino initially sent a mailing to the approximately 3500 recipients from the Premier, Elite and VIP Elite members only. RSC ran two distinct, concurrent mailings for the "Summer of Love" promotion in order to accommodate the distinction between the different levels of the loyalty program.

In order to generate interest in the Personal URL (PURL), the first mailing, (intended for Elite and VIP Elite guests only), contained a scale model of a VW bus adorned with a surfboard on the roof rack. The model VW bus carried a personalized message that read "John, You don't want to miss this trip. Go to..." www.Johnsample.RSCSummerofLove.com.

The second mailing went to the Premier loyalty guests. It consisted of a 6"x9" personalized postcard with the elegant River Spirit Casino logo, a combination keychain/light attached all enclosed within a transparent envelope. The message on the postcard read "Give Chance a Chance" "The Summer was made for Surfin'!" "Visit your personalized URL for an offer that's outta site!" Finally, both pieces had concluded with artwork of a VW Bus complete with a characteristic surfboard, yellow flowers and the "Summer of Love" logo.



Results

For the "Summer of Love" promotion River Spirit Casino sent out 3,485 direct mail pieces with Personalized URL's. Of that original 3,485, RSC registered 1,647 views to the PURL (47.25%) and subsequently 1,552 responses (44.53%).

As a result of this promotion River Spirit Casino noted over a 50% increase in play from the respondents every Thursday for the duration of the promotion. Additionally, as part of the promotion, River Spirit Casino distributed over 1,000 "Summer of Love" promotional T-shirts. Given the amount each group spends to qualify, and tracking each response RSC calculated that the final result was approximately \$1,500,000 in additional play from these players during the promotion. The total cost was approximately \$31,000 for all pieces (including postage) for a Return on Investment (ROI) of 4,764%.

River Spirit Casino received the Diamond Romero Award In the Large Casino category for 2012. Named after casino marketing pioneer and author John Romero, the Romero Awards honor those gaming operators who best fulfill the spirit of John's more than 45-year crusade for effective, measurable and accountable casino marketing expenditures. Diamond is the highest level award in the category.

About River Spirit Casino

River Spirit Casino is a long-time dream come true and pays tribute to the heritage of the Muscogee (Creek) Nation. Beginning in 1984 as Creek Nation Casino-Tulsa Bingo, we quickly grew to become one of Oklahoma's leading Indian gaming facilities – River Spirit Casino. We began a new era in the gaming industry with the opening of River Spirit Casino – a one-of-a-kind gaming, dining and entertainment experience. This \$195 million casino features the latest in high-tech machines, casual and fine dining, FREE live entertainment and many other state-of-the-art amenities you won't find anywhere else.

About JD Young

Welcome to the next generation of print and marketing. It's personalized. It's cross-media. Simply put it's a marketer's dream come true. JD Young's one2one Marketing Service provides you with a customized suite of solutions to fit your businesses marketing and sales goals.

The company may not be young in years, but the futuristic business technologies that it provides keep them a step ahead of the new kids on the block'. JD Young's philosophy started with Joe Young himself, provide 'technology backed by tradition.'

JD Young is celebrating its 64th year in business and though everyone knows the name, most would have a difficult time telling you everything JD Young has to offer. "JD Young strives to be 'the business solutions people,'" says CEO Bob Stuart Jr. "We provide cutting edge technologies to help businesses thrive by increasing their productivity and efficiencies. We don't select the products and services we offer, our clients and their challenges do. We are here to help organizations be more productive and grow." Doug Stuart, company president, echoes his brother's sentiments and adds, "We are fortunate to be part of a business community that continues

to look at JD Young as a company they want to partner with. In our eyes, no business is too large or too small to deserve our focused, personal attention.”

JD Young’s current staff of more than 250 employees provides many business services that include document/print management, office automation hardware and software, marketing solutions, and even purified drinking water systems. Additionally, the company is excited to introduce its newest division, recently referred to as “the best keep secret in the marketing world,” one2one Marketing by JD Young.

Some consider this might be the biggest idea JD Young has introduced since bringing the first copiers to Tulsa. Simply stated, one2one marketing can help you create relevant, personalized marketing campaigns across different channels that can be tracked and measured. Learn more about one2one Marketing at one2one-marketing.com.

About MindFireInc®

MindFireInc's innovative new marketing automation software, MindFire Studio, is an easy-to-use drag-and-drop application that allows print and marketing professionals to create highly personalized marketing workflows, orchestrate direct mail, email, mobile and social media, automate drip-and-nurture sequences, and track performance with comprehensive analytics.

MindFireInc is proud to have been named by Inc. 500 as one of the fastest growing software companies in the United States for two consecutive years. Thousands of clients across two dozen countries worldwide depend on MindFireInc’s powerful automated marketing platform, comprehensive customer training, and unmatched customer service to manage tens of thousands of cross-media marketing campaigns annually.

Visit mindfireinc.com to learn more about MindFireInc. To sign up for a free test drive of MindFire Studio, visit: mindfirestudio.com.