



brand activations

▶ case study

## About Client

Located 30 minutes south of Memphis, Tunica is The South's Casino Capital. The Tunica Convention & Visitors Bureau attracts vacationers to the eight world-class casinos, 5,000 luxurious hotel rooms, fine dining restaurants and buffets, headline entertainers, award-winning museums and much more in Tunica.

[www.TunicaTravel.com](http://www.TunicaTravel.com)



## Goals of Campaign

- To remind people of Memphis that Tunica is a nearby getaway
- To promote the close-to-home casinos within the Memphis market

## Highlights

- Brand ambassadors diagnosed consumers with "Tunica Fever" and encouraged them to take a sick day
- Mobile billboards ran for three weeks with humorous creative, such as "Today I really feel like craps," "Hey, I really am sick (of work)," "Does sick time cover jackpot fever?" and "Even the red lights are betting red."

## Results

- 10,000 "prescriptions", 8,000 branded casino items and 138 premium comps were distributed
- 27,167 page views of landing pages with 14,586 click thrus to casino sites
- Nearly 1,500 new Facebook "likes" and 12,000,000 combined media ad impressions
- Earned media with a story in Memphis Business Journal and our street teams appearing on two live news shows

## Take a Sick Day

### The Situation

The Tunica CVB hadn't actively marketed in Memphis but wanted to re-engage those close to home with the Tunica brand. In partnership with CS2 Advertising, we created a fun campaign to deliver messages to people on the street. The overall campaign also included six weeks of TV, three weeks of radio, four weeks of online advertising and social media efforts.

### Team of Doctors

A brand ambassador team of doctors and nurses engaged with Memphians and diagnosed them with "Tunica Fever." They passed out "prescriptions" to take a sick day with flyers and premium comps for the Tunica-area casinos. Many "patients" were asked to give their best excuse for calling in sick on camera.

### Mobile Craps Game

On select days – such as tailgating game dates, the street team transformed into lady luck, pit boss, high roller and showgirl and offered a rolling dice game to further engage Memphians. Some consumers were given a pair of dice and instructed to "take two and call me in the morning."



For more campaign information, please visit <http://diousoa.com/work/tunica/>.

## About dio

[diousoa.com](http://diousoa.com) // 888.852.9143

dio is an experiential marketing firm specializing in unique consumer engagements that build brand awareness, drive sales and create brand loyalty.



**Our specialty in experiential helped bring the non-traditional in this campaign to life!**