

# Gaming Research Tip Sheet

.....quick start for studies, reports and papers

---

© 2004 UNLV International Gaming Institute Betty McNeal, author [bmcneal@cmail.nevada.edu](mailto:bmcneal@cmail.nevada.edu)

---

## Tip Sheet #30: Casino Marketing

**Marketing arena.** Marketing involves promoting casino services, products, or intangibles, such as player loyalty.

These categories may overlap, when, for example an advertising campaign invites people to gamble (service), rewards them with a casino logo T-shirt (product) and strives to create a positive company image (intangible).

A casino may have an overall marketing plan, plus specific plans for various profit centers and tourist packages now part of upscale casino/resorts:

- gambling operations
- high rollers
- slot club players
- junkets
- hotel rooms
- food and beverage service
- restaurants, bars and banquets
- brew pubs
- spas, fitness rooms, pools and beauty salons
- retail malls within the hotel
- souvenir gift shops
- golf courses and tournaments
- museums, art galleries and exhibits
- movie theaters
- conventions and conferences
- extravagant production shows
- rock, jazz, and blues concerts
- boxing matches
- nightclubs and lounges
- game arcades and supervised playing facilities for kids
- wedding chapels
- bowling alleys

**Advertising budgets.** For statistics on casino advertising budgets, see the *Standard Directory of Advertisers*.

Casinos in the *Directory* are found under the heading: Hotels, Resorts & Real Estate.

Some casinos are generous with their statistics, listing advertising budgets for consumer magazines, direct mail, newspapers, spot ratio, spot TV, Yellow Pages, etc.

Others leave out the numbers showing only various media used and the name of its advertising agency, if ads are outsourced.

**Industry-wide promotion.** Convention and visitor's bureaus and state tourism departments are prime marketers of the entire gaming industry.

Their web sites may have financial pages showing casino advertising budgets, marketing expenses, along with tourism statistics, gaming revenue and such.

---[Las Vegas Convention and Visitors Authority](#)

---[Reno-Tahoe Convention and Visitors Authority](#)

---[Atlantic City Convention and Visitors Authority](#)

---[West Virginia Hospitality and Travel Association](#)

**CRM.** CRM or Customer Relationship Marketing has been tried in casinos. Harrah's casinos have obtained great success with their customer program. See: **Jackpot: Harrah's Winning Secrets for Customer Loyalty.** Shook, R. L., 2003.

**American Marketing Association.** The [American Marketing Association](#), a membership organization of over 38,000 marketing professionals in the United States and Canada, packs its web site with excellent information useful in any field:

- marketing tools and templates
- best practices
- case studies
- book reviews

As casino marketing becomes more systematized and perfected, more casino marketers may be seeking AMA materials.

#### **Suggested topics for research.**

- evaluating casino advertising results
- marketing locals casinos vs. tourist casinos
- organization and analysis of a casino marketing department
- designing a direct mail campaign
- studying the marketing success of your competition
- maximizing CRM return on investment
- ethical questions of marketing a morally questionable industry

#### **For more information.**

---*Understanding Casino Marketing.* McNamee, M. 2003.

---*Casino Operations Management.* Kilby, J. & Fox, J., 1998. [new edition planned]

---*Secrets of Casino Marketing: Gaming's New Bible of Direct Selling.* Romero, J. 1998.

---*High Response Casino Advertising.* U. S. Institute of Marketing, 1998.

---*Introduction to Casino and Gaming Operations.* Rudd, D. P., & Marshall, L. H., 2000.

---*Casino Customer Service: The Win-Win Game.* Thompson, W. N. & Comeau, M., 1992.

---*Casino Database Marketing and Marketing Segmentation in Las Vegas Hotel Casinos.* Lin, A., 2000 [Masters thesis, UNLV].

---"CRM in Gaming: It's No Crap Shoot". Kale, S. H. *UNLV Gaming Research & Review Journal*, v. 7, issue 2, 2003, pp 43-54.

---*Branding: Brand Identity, Design & Implementation of Corporate and Product Identity.* Vaid, H., 2003.

---*The Guru Guide to Marketing: A Concise Guide to the Best Ideas from Today's Top Marketers.* Boyett, J. H. & Boyett, J. T., 2003.

---*Fool Proof Marketing: 15 Winning Methods for Selling Any Product in Any Economy.* Bly, R. W., 2003.

---*How Customers Think: Essential Insight into the Mind of the Market.* Zaltman, G. 2003.

---*The Future of Marketing: Critical 21<sup>st</sup> Century Perspectives.* Kitchen, P. J., 2003.