

TESTIMONIAL 7th Street Casino



“Our billboard campaign has assisted to an increase in revenues this year by more than 15%!”

“Our static billboard campaign has enabled us to put our message in various parts of the city, putting our brand in front of lots of commuters and shoppers. Our billboard campaign has assisted to an increase in revenues this year by more than 15%!” Recently 7th Street Casino as added digital bulletins to their outdoor campaign because of the “flexibility to run multiple messages and change them out quickly.” The capabilities of the digital bulletins have been a “wonderful tool for us and we hear from our players all the time about how they saw the latest jackpot on the billboard.”

Audience

Adults 25-64

Media Mix

Static Bulletins
Digital Bulletins

Market

Kansas City

Objective

7th Street Casino utilizes out-of-home advertising to reinforce its brand while retaining and building its current player base.

Rationale

Outdoor advertising “is a perfect way to reach the masses and build our brand. The digital boards allow us to change our message and keep our jackpots up-to-date.”

John Maxwell

Marketing & Promotions Supervisor,
7th Street Casino