Illinois Gaming Systems

Problem
How can Illinois Gaming System create awareness for a company promotional contest?

Solution
By advertising in proximity to locations with gaming terminals.

Background
Illinois Gaming Systems (IGS) is placing gaming in establishments across Illinois. The category has become increasingly competitive with multiple vendors in market.

Objective
IGS’s goal was to create awareness for partner establishments that host IGS’s gaming terminals, as well as drive awareness of a new company-wide contest.

Strategy
The out of home campaign was in proximity of partner establishments to drive traffic to those locations and create awareness for their new promotional contest. Their Chicagoland campaign was spread across strategically placed, audience-driven digital network locations within three to five miles of partner establishments. The messaging was also updated regularly to create a sense of urgency among players.

Plan Details
Markets: Chicago
Flight Dates: February 2019
OOH Formats Used: Digital Bulletins
Target Audience: General Market 18+
Audience Reach: 17%
Audience Freq: 6.5x Frequency
Total Impressions: 1.9+ million

Results
Over the course of this campaign, foot traffic and gaming activity significantly increased across partner establishments. The program led to over 45,000 entries in IGS’s promotional contest. 775 winners were drawn to receive over $70,000 in cash prizes. Many establishment owners, IGS employees, and customers mentioned seeing the billboards throughout the promotion.

Testimonials
“Strategic, responsive, and results-driven; out of home will continue to be a key component in our marketing plans.” Kaitlin Zullo Marketing Manager, Illinois Gaming Systems