

Las Vegas Visitors Authority

Problem

How do you get your message to your target audience when your target audience is across the country?

Solution

Take your message to your target audience with street teams.

Background

Las Vegas has long been a favorite recreation destination for millions of visitors. Within the past five years, shopping has become a key part of the Las Vegas experience. Today nearly every major designer has a storefront in Las Vegas. While Las Vegas is still widely known as an entertainment destination, it is now attracting more and more visitors looking for a premier resort experience that includes shopping, fine dining and spas. Fashion Week was the ideal place to communicate that message.



Objective

Timed to take advantage of the crowds gathered for the Olympus Fashion Week, this exciting and fun campaign was designed to promote the city of Las Vegas as the “world’s newest fashion capital.”

The target audiences for the campaign were split into two groups:

1. Primary Target: Fashion Week attendees – designers, models, and fashionistas
2. Secondary Target: High-end New York Shoppers – 5th Avenue, West 34th Street and Columbus Circle (fashionable, successful and active New Yorkers A25-54).



Strategy

We employed a new and out-of-the-ordinary medium to create a sensational, buzz-generating guerilla campaign to increase awareness of Las Vegas as a world-class shopping destination.

LVCVA, R&R Partners, Outdoor Services and Scooter Media developed a “plan of attack” where LVCVA would intercept New York’s fashion elite by placing Elvis impersonators accompanied by Las Vegas Showgirls on fully-wrapped scooters in midtown Manhattan during Fashion Week.

The interactive Elvis impersonators and Las Vegas Showgirl street teams were intended to provide direct contact with our target audience, while handing out Shopping Guides to promote Las Vegas as the a world-class shopping destination.

Plan Details

We used a team of four scooters with backlit billboard trailers to hit the shopping and Fashion Week areas of New York City for 7 days, 8 hours per day. The scooters were wrapped with black creative to match the black LVCVA poster design. The “Shop Vegas” logo was emblazoned on the front of each scooter and “VisitLasVegas.com” was placed on the sides of each scooter in addition to down the back of each trailer.

- The scooter pilots were all dressed like Elvis, in full gear (white jumpsuit with cape, white patent leather boots, gold necklaces, black wigs with big sideburns and big gold sunglasses). The Las Vegas Showgirls were eye-catching and beautiful in their headdress and bright-colored bejeweled outfits.
- The four Elvis impersonators would scoot around mid-town New York each day for 8 hours, taking the spirit of Las Vegas to the people in traffic, along the sidewalks and around Bryant Park. For 4 hours each day, the Showgirls, driven behind the scooters in a van, would join the Elvis impersonators around the parked scooters and mingle with the crowds on the street, pose for photos and hand out Las Vegas Shopping Guides while talking up Vegas as a world-class shopping destination.
- This guerilla effort, along with a PR release, were the only two advertising elements involved with this program.



Results

- Over the course of 7 days, the Elvis and Showgirl Street teams handed out all of the 10,000 Las Vegas Shopping Guides. The street teams couldn't step three feet without someone wanting a photo with them!
- The program really brought the spirit of Las Vegas to New York. The effort generated the sought-after buzz and was featured in Adweek, the OAAA Newsletter, Media Daily News and many other publications.
- The client was extremely pleased with the outcome of this very successful campaign.