

MGM

Problem

How can MGM National Harbor reinforce the quality of their entertainment offerings to grow consumer visitation?

Solution

By using out of home to take advantage of higher transit ridership during marquee local events.

Background

On the one year anniversary of its grand opening, MGM National Harbor wanted to continue the excitement of their top tier entertainment experiences. MGM National Harbor wanted to use out of home to grow weekday visitation, attract non-gamers to the property, and shift perception to show that MGM National Harbor is more than just a casino.

Objective

MGM National Harbor utilized high impact station dominations, digital liveboards, and 2-Sheet posters to deliver messages and experiences to DC commuters.

Strategy

MGM National Harbor successfully inserted the brand into relevant happenings in the DC Metro region, delivering contextually relevant and impactful messaging on key dates with elevated ridership, specifically around iconic moments such as the Washington Capitals Stanley Cup victory parade, annual Pride Parade, and the MLB All-Star week festivities.

Plan Details

Markets: Washington DC

Flight Dates: April 16, 2018 - December 30, 2018

OOH Formats: Digital liveboards, digital rail mezzanine, 2 sheet posters, station domination (Metro Center, Gallery Place, and L'Enfant)

Budget: \$10,000 and over

Results

The campaign helped achieve a 23.2% increase in gaming revenue YOY, 20% increase revenue year over year in DC Metro Area, and 20% Increase in average weekly participation on casino promotions.

