

Direct Mail Campaign

Star City

theBRIEF

To develop a campaign that encourages clubs/social clubs to visit Star City.

theOBJECTIVES

- Develop a data base of Social club manager names within Clubs and major companies.
- Encourage social clubs to book a day out at Star City.
- To increase the casino patronage during off peak periods.

theSOLUTION

Based on informal research Adrenalin created "Have a Great Day Out On Us" promotion.

Newspaper advertising was created using the strength of the Yellow bus with the tag line "Have a Great Day Out on Us".

A direct mail letter, wall poster and brochure together with a 5 month calendar showing all of the packages available (which also acted as a booking sheet) were sent to Social Club Managers.

theRESULT

70% response which over achieved the expectation of Star City. It was considered as one of the most successful campaigns they have ever run.



Adrenalin
...what a great idea