



DEFINE YOU. _DEFYTHEMALL.

_DEFYTHEMALL FOR VISIT BLACK HAWK

RESPONSE TO REQUEST FOR PROPOSAL

New Brand Campaign for the City
of Black Hawk and the Silver Dollar
Metropolitan District

HELLO, SILVER DOLLAR
METROPOLITAN DISTRICT
BOARD AND CITY OF
BLACK HAWK,
WE ARE _DEFYTHEMALL.
WE KNOW BLACK HAWK.

We've lived its continual evolution, and for nearly a decade, we've used that transformation to help bring Denver up the hill—studying guest behavior, testing messaging, and working to optimize every dollar of media spend. We live your market every day.

We are the right partner to help create the future of Colorado's premier gaming and entertainment destination.

What you're asking in this RFP is not easy and bears few precedents: elevating the presence of 14 individual properties as a single entity while maintaining the unique identity of each.

We believe that when one property benefits from stronger Black Hawk brand awareness, all 14 properties benefit from increased visitation. Unified doesn't mean uniform—it means amplifying each property's unique strengths under one powerful destination promise.

Over the past eight years, we've proven success for Monarch Casino Resort Spa, helping achieve 45% year-over-year net revenue increases, monthly increases of 20% year-over-year through 2022, and helping increase RevPAR to \$132.75—reflecting strong hotel demand and resulting in record market share for the property.

Together, we'll build a future of prosperity, possibility, and predictability by continuing to do what we've done for Monarch Casino Resort Spa: *bring Denver up the hill.*

We know the competitive landscape intimately: Ameristar's "Let Loose" positioning, Monarch's "More than you imagine is closer than you think," The Lodge's "Your Place for Winning," and Saratoga's "Denver Wins Here" as well as so many more. We know that Denver is the #3 feeder market for Las Vegas. We understand the competitive tension across town. But we also see the opportunity—Black Hawk has what Vegas could never offer: a getaway without the flight, mountains without the desert, Colorado without leaving Colorado. When positioned correctly, proximity is your superpower.

Black Hawk isn't just the closest getaway. It's Denver's backyard escape, home of the home team, a Friday-night reset, a Tuesday-afternoon delight, or a midweek remote-work retreat. Together, we'll do what we've done for the past eight years: We'll bring Denver up the hill.

We've included some extras on a VIP-only page and invite you to explore the experience.

[CLICK HERE](#), and use Password: BlackHawk

Cheers,



Ryan M. Johnson, Founder
ryan@defyThemAll.com

CREATIVE CONCEPT & CAMPAIGN APPROACH



Black Hawk: Project Objectives

_dTA understands that SDMD and the City of Black Hawk are seeking an integrated brand and marketing campaign that strengthens Visit Black Hawk's competitive position as Colorado's premier gaming and entertainment destination: strengthens destination brand awareness; drives an increase in visitation to the City of Black Hawk; and expands penetration into the Denver market focusing on the leisure, entertainment, and gaming audiences.

TO ACCOMPLISH THESE OBJECTIVES, OUR APPROACH IS BUILT ON THREE CORE OBJECTIVES:

1. Build a Cohesive, High-Impact Destination Brand

Establish a clear and unified brand platform for Black Hawk that aligns the City and its casino partners, elevates perception, and differentiates the destination within the regional entertainment landscape.

2. Drive Incremental Visitation and Overnight Stays

Increase visitation from priority drive markets—particularly the Denver Metro area—while encouraging longer, more valuable trips through messaging and media that reinforce Black Hawk as a complete entertainment experience.

3. Deliver Measurable Results Through Disciplined Media and Reporting

Deploy paid media strategically across channels to maximize efficiency and impact, with clear performance benchmarks; ongoing optimization; and transparent reporting tied to visitation, hotel demand, engagement, and conversion.

STRATEGIC SETUP

We don't do anything without understanding why. These are key insights that we've learned over the years of working in travel, tourism, and hospitality, particularly in the Black Hawk market. These key insights helped guide and inform our creative brief and creative-execution approach.

Market Context & Key Insights

DRIVE MARKETS DOMINATE LEISURE BEHAVIOR.

National travel and entertainment research shows that the majority of leisure and entertainment trips are short-haul and made within driving distance, with decisions often occurring within days of travel. Convenience, ease, and perceived value strongly influence where people go.

ENTERTAINMENT CHOICE IS FRAGMENTED.

Denver-area residents choose between a wide range of leisure options: concerts, nightlife, sporting events, mountain towns, and staying local. Gaming destinations must compete within this broader consideration set, not just against other casinos.

RELEVANCE DRIVES CHOICE.

In high-choice markets, destinations that clearly communicate why they are worth the trip, and make the decision feel easy, win more frequent visits and longer stays.

EXPERIENCE-DRIVEN GETAWAYS ARE GAINING TRACTION.

Travelers are increasingly seeking distinctive, experience-led escapes that feel different from routine entertainment choices, favoring destinations with character, variety, and a strong sense of place.

COMPETITIVE AUDIT

We looked at how the market in Black Hawk breaks down across all 14 properties, as well as how Black Hawk compares with Cripple Creek (*spoiler alert: there is no comparison*). You can see the competitive audit on our website response, as well as right here.

[INTERACTIVE COMPETITIVE AUDIT >>](#)

PW: BLACKHAWK



CREATIVE BRIEF

- Tell:** Denver-area entertainment seekers with high choice and limited time.
- That:** Black Hawk delivers a full spectrum of entertainment experiences closer than they think.
- Invite:** Make Black Hawk the easy “yes” for gaming, nightlife, and overnight escapes.
- Empower:** A sense of excitement, possibility, and reward in choosing Black Hawk again and again.

MANIFESTO SETUP

We built this manifesto specifically for you. Albeit without you. What follows is a creative vision that is meant to demonstrate our thinking, a tease at the output of our creative product.

For us, the creative vision is the emotional expression of the rational business strategy. It may be an absolute dead-on bull’s-eye. It may have missed not only the mark, or the board, but the wall. Either way, our goal is to demonstrate that we can make you feel something.

As a statewide destination, Black Hawk requires a clear and consistent narrative that aligns partners and communicates value to audiences across Colorado. It is essential that we lead with story. A story is the most powerful force we have to gain alignment among human beings. We’re hard-wired to understand stories, and we respond to the protagonists.



DOORS OF POSSIBILITY

Every door in this town is a promise...
Adventure. Indulgence. Excitement.
Escape.

Mountain views meet midnight luck.
Gold rush grit made mountain chic.
Spa-like silence blends with table game thunder.
Endless choices collide with chance encounters.

Behind our doors,
Is the you you long to be.
Relaxed. Invigorated.
Ready for the Risk. And the Reward.
Where instant gratification,
Can make for the night of your life,
On any random Tuesday.
It all starts by opening the door.

There are fourteen doors of possibility
In Black Hawk, Colorado.
Fourteen ways to say, tonight's the night.

So, open your car door,
Aim it west.
And in 40 minutes,
You can choose them all.



MEDIA APPROACH

We bring deep, hands-on experience in casino-resort marketing, with a clear understanding of the audiences, media challenges, and competitive dynamics unique to Black Hawk. Our team has extensive experience across the full paid-media ecosystem and specializes in building integrated strategies grounded in precise audience targeting, clean data and analytics, and continuous optimization. The result is media that work together to strengthen the brand, improve efficiency, and guide consumers seamlessly from awareness to action.

Our media approach is designed to launch and establish a strong, unified destination brand for Black Hawk while remaining flexible enough to respond to seasonal travel behavior, entertainment demand, and real-time performance insights.

In Year 1, the recommended budget levels are intentionally structured to support the introduction of a new brand platform. Launching a destination brand requires sufficient investment in high-reach, high-frequency media to build awareness, credibility, and familiarity across priority drive markets. During this phase, media are weighted toward brand-building channels such as CTV and broadcast radio, supported by digital tactics that reinforce relevance and begin capturing intent. Creative investment is also higher in Year 1, as foundational assets are developed to define the brand consistently across channels.

Seasonality is addressed through intentional media phasing and creative evolution. Investment is weighted more heavily during peak summer travel months, when leisure intent and discretionary time are highest, while shoulder seasons emphasize more targeted, efficient tactics that maintain presence without overspending. Importantly, this seasonal approach is not static—media weight and messaging are designed to flex around Black Hawk’s entertainment calendar, enabling the campaign to scale up around key events, promotions, and moments of heightened interest regardless of time of year.

At the same time, the Year 1 strategy is built with the future in mind. As brand familiarity grows and creative assets become established, the campaign naturally gains efficiency. Media investment can increasingly shift toward mid- and lower-funnel tactics that respond to seasonal opportunities, reinforce consideration, and drive action—without requiring the same level of foundational brand spend.

Throughout the program, performance is monitored continuously through clean data and analytics, enabling ongoing optimization by channel, audience, and season. This approach ensures Year 1 investment delivers immediate impact while creating a flexible, scalable framework that supports sustained destination growth across changing seasonal conditions.

ENHANCED REPORTING AND ACCOUNTABILITY

We also do extensive post-buy follow-up and provide detailed reporting on each channel for your review.

- Digital rates 20% to 50% lower than industry averages
- Daily monitoring and optimization
- Partner communication
- Make-goods with equal or better placement
- Reconciliation analysis standards greater than 90%
- Verification and viewability for increased efficiency, control, and brand protection
- Attribution and conversion modeling
- Cutting-edge audience identification and targeting
- Real-time reporting on digital campaigns with actionable and meaningful insights

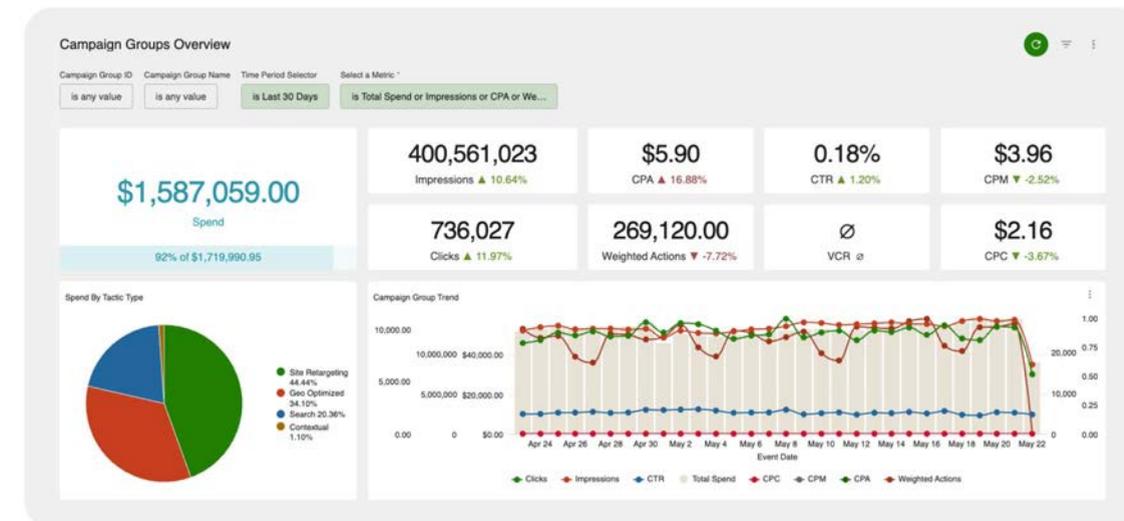
Programmatic Overview Reporting Dashboard

Easily interpret campaign data through visualized charts, graphs, and tables, helping identify performance trends and areas for improvement



Campaign Groups Overview Reporting Dashboard

Save time and streamline workflow by monitoring results across multiple creative types, device types, date ranges, or goals



WHOM ARE WE TALKING TO? OUR IDEAL GUEST PERSONA



MEET JOHN Q. DENVER, THE EASY ESCAPIST

Affluent Suburban Homeowner
Focused on Family & Home,
and Experience-Minded

Rooted in suburban life, this audience values comfort, quality, and meaningful time together, but it also prioritizes experiences that feel rewarding and worth the effort. This audience comprises active planners when it comes to vacations but spontaneous decision-makers when it comes to weekend entertainment. They respond to familiarity, ease, and clear value and are likelier to choose destinations that feel trusted, accessible, and elevated.

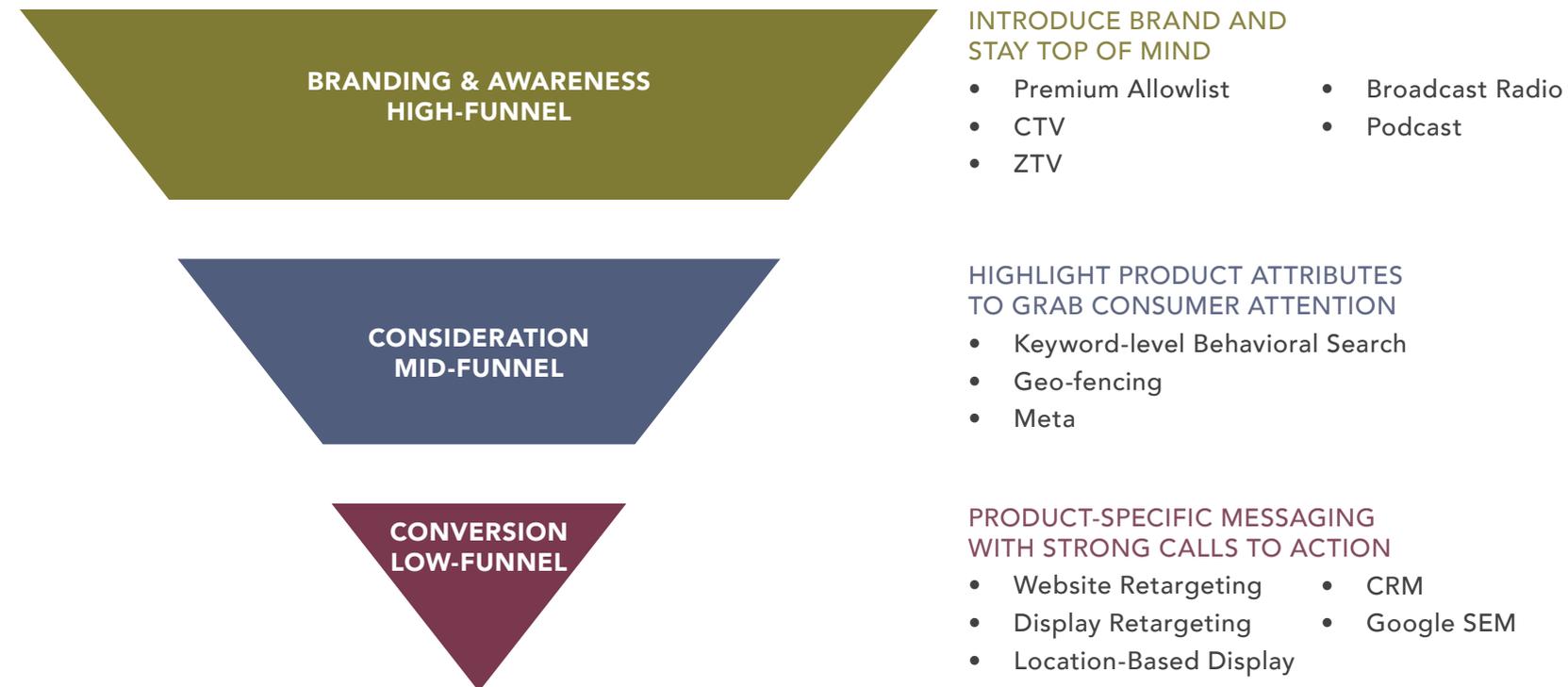
BEHAVIOR/INTERESTS

- Pet owner
- Buys organic food
- Belongs to a health club/gym
- Uses apps to stay informed/get news
- Has bought airline tickets/hotel/vacation packages
- Homeowner, likely to own second home and/or real estate property

AUDIENCE

- A35 – 54
- HHI \$100K+
- Suburban
- Kids in HHLD
- Social media user
- Married, parents, older, wealthy
- Streams Amazon Prime Video, Hulu, and Netflix

MEDIA MIX OVERVIEW



JOHN Q. DENVER'S MEDIA JOURNEY

The media journey below demonstrates how a priority audience encounters Black Hawk across channels in real-world moments, reinforcing the brand and guiding decisions over time.



TOUCHPOINT #1

DAILY ROUTINE—PASSIVE AWARENESS

- **Context:** Morning or afternoon commute
 - **Medium:** Broadcast Radio
- John is driving to work or running errands. A Black Hawk radio spot plays during a familiar drive-time break short, confident, and memorable. No action is taken, but the destination lodges in his memory.

“Black Hawk again. Sounds fun. Easy drive.”



TOUCHPOINT #2

AT HOME—REINFORCEMENT

- **Context:** Evening, TV on in the background
 - **Medium:** CTV/Premium Allowlist/ZTV
- Later that day, John is relaxing at home. While streaming TV, he sees a CTV spot showcasing Black Hawk as a full entertainment experience: gaming, dining, nightlife, staying overnight.

“Okay, this is more than just a bunch of casinos.”



TOUCHPOINT #3

CASUAL SCROLLING—RECOGNITION

- **Context:** Phone in hand, casual browsing
 - **Medium:** Meta, Display
- While scrolling on his phone, John encounters Black Hawk once more. The creative feels familiar and relevant, not disruptive, building recognition through repetition.

“I keep seeing this.”



TOUCHPOINT #4

WEEKEND PLANNING—CONSIDERATION

- **Context:** Thinking about weekend or entertainment plans
 - **Medium:** Keyword-Level Search, Geo-fencing
- As John begins considering options, he searches for entertainment ideas. Black Hawk appears with clear positioning and reasons to visit, reinforcing its relevance at the moment that intent forms.

“This could work.”



TOUCHPOINT #5

OUT & ABOUT—TIMELY NUDGE

- **Context:** In the city or near other entertainment options
 - **Medium:** Location-Based Display
- While out, John sees a location-aware banner ad on his phone.

“That might be better.”



TOUCHPOINT #6

DECISION MOMENT—CONVERSION

- **Context:** Ready to act
 - **Medium:** Website & Display Retargeting, Google SEM, CRM
- When John is ready to decide, retargeted messages and search results deliver clear calls to action like stay offers, events, or rewards, making the choice feel simple and rewarding.

“Let’s go!”



TOUCHPOINT #7

POST-VISIT—REPEAT LOOP

- **Context:** After the experience
 - **Medium:** CRM
- Follow-up messaging reinforces the positive experience and keeps Black Hawk top of mind, encouraging repeat visits and loyalty.

“We should do that again.”

MARKETING BUDGET ALLOCATION

What follows is the breakdown of how we would efficiently and, most important, effectively spend the dollars allocated for marketing. Each phase below directly addresses the requested scope of work.

PHASE 1: CAMPAIGN DEVELOPMENT

Goal: Develop a unified, destination-led brand campaign that positions Black Hawk as Colorado’s premier gaming and entertainment destination and establishes a clear strategic and creative foundation for launch.

Activities

- Review existing research, market context, and audience insights
- Develop the overarching campaign concept
- Establish campaign architecture to support multichannel execution
- Align the creative approach with media strategy and performance goals

Deliverables

- Presentation of up to three unique campaign concepts and refining the chosen concept

Budget: \$50,000

PHASE 2: CAMPAIGN PRODUCTION

Goal: Produce high-quality creative assets that bring the campaign to life across all necessary media channels.

Activities

- Develop creative assets across paid-media channels, including broadcast, audio, digital, and social
- Adapt creative for channel-specific requirements and formats
- Coordinate production timelines to align with the media launch
- Manage creative revisions and approvals with SDMD and City stakeholders
- Prepare creative assets for trafficking and deployment
- Ongoing creative optimization and seasonal refreshes

Budget: \$250,000

PHASE 3: MEDIA PLAN

Goal: Develop a comprehensive, data-informed media plan that aligns with campaign objectives, targets priority audiences efficiently, and maximizes the impact of the approved budget.

Activities

- Define media objectives aligned to campaign goals and KPIs
- Identify priority audiences, markets, and reach/frequency requirements
- Develop a full-funnel media strategy across traditional and digital channels
- Determine the recommended channel mix, weighting, and flighting
- Establish budget allocation by channel, tactic, and time period
- Define targeting, placement, and optimization approach by channel

Activities (cont.)

- Align media strategy with creative formats and production requirements
- Confirm the measurement framework, reporting cadence, and success metrics

Deliverables

- Comprehensive media strategy and rationale
- Detailed media plan outlining channels, tactics, and budget allocation
- Flighting and phasing recommendations
- Targeting and audience approach by channel
- Measurement and KPI framework tied to campaign objectives

Budget: (included in Phase 4)

MARKETING BUDGET ALLOCATION (cont.)

PHASE 4: CAMPAIGN LAUNCH

Goal: Launch the new Black Hawk brand campaign and approved media plan in market, ensure performance is tracked accurately, and establish an ongoing optimization cadence.

Activities

- Traffic creative across all paid- media channels according to the approved media plan
- QA all creative and media placements prior to launch
- Activate performance tracking, reporting dashboards, and optimization protocols
- Monitor early performance to identify immediate adjustments
- Conduct monthly campaign review meetings to evaluate performance, review key metrics, and align on optimization recommendations

Deliverables

- Launch-ready creative deployed across all approved media channels
- Verified tracking and reporting setup
- Monthly performance reports and insights
- Optimization recommendations and agreed-upon next steps

Budget: \$700,000: includes 15% media management fee

ANNUAL MARKETING BUDGET RECAP

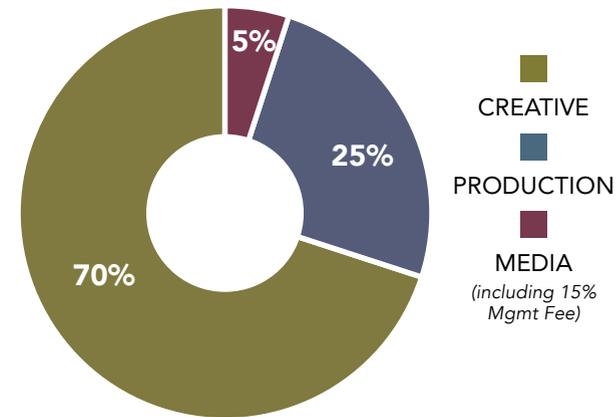
Phase 1: \$50,000

Phase 2: \$250,000

Phase 3: Covered in Phase 4 Media Budget

Phase 4: \$700,000: includes 15% media management fee

TOTAL: \$1,000,000



BRANDING/AWARENESS (HIGH-FUNNEL)	\$392,000
Addressable Geo-Fencing (Addressable Audience Curated Demos)	\$10,500
Addressable Geo-Fencing (Addressable Audience Curated Demos)	\$10,500
CTV: Choice	\$37,000
CTV: Hulu	\$37,000
CTV: Netflix	\$37,000
ZTV	\$37,000
Broadcast Radio	\$111,500
Podcast	\$111,500
CONSIDERATION (MID-FUNNEL)	\$172,000
Keyword-Level Behavioral (Intent, Branded and/or Competitor Terms)	\$20,500
Geo-Fencing - Display	\$14,000
Addressable Geo-Fencing - Display (Addressable Audience Curated Demos)	\$17,500
Sequential Retargeting - Display	\$20,500
Keyword-Level Behavioral - Video (Intent, Branded and/or Competitor Terms)	\$27,500
Geo-Fencing - Video	\$14,000
Addressable Geo-Fencing - Video (Addressable Audience Curated Demos)	\$29,000
Meta (Instagram and Facebook)	\$29,000
CONVERSION (LOW-FUNNEL)	\$136,000
Website Retargeting	\$14,000
Campaign Audience Retargeting	\$14,000
CRM/LiveRamp List Ingestion	\$14,000
Website Retargeting	\$27,500
CRM/LiveRamp List Ingestion	\$27,500
Google SEM	\$39,000
TOTAL MEDIA BUDGET	\$700,000

AGENCY INFORMATION

_defyThemAll is a brand strategy, creative, and digital agency that exists to build brands that thrive at the intersection of creativity + story + technology. We hold three core beliefs:

1. CREATIVITY COMMANDS BELIEF

Creating brands that attract attention, build businesses, and shape culture requires everyone to believe.

2. INSIGHT INSPIRES ACTION

The power of a great story is the most effective way to shape human behavior.

3. RESULTS REQUIRE RELATIONSHIPS

Success starts with people who share common goals and values.

PLEASE KNOW THIS...

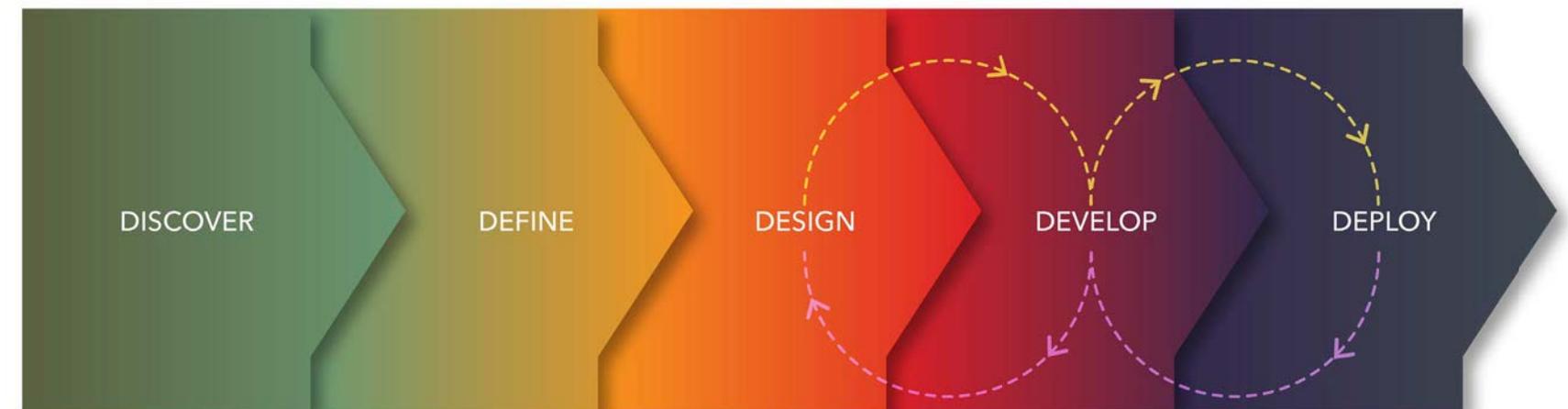
_dTA is a debt-free limited liability company, registered in the State of Colorado, and is in good standing.

OUR PROCESS—THE 5DS

All new clients and campaign projects begin with our 5Ds process: Discover, Define, Design, Develop, and Deploy. These steps provide the foundation our team will work from for the life of a campaign. Where _dTA differs from most other agencies is in our obsession with relentless optimization.

We believe that we can learn from every piece of work we put into the market. Built into the process are feedback loops from deployment to design. Because we obsess over tracking performance for nearly everything we produce, we learn. A lot. We learn what works, what doesn't, and how to improve the performance of every single ad, mailer, email, social post...everything.

We act on that learning by tweaking, changing, or even redesigning our own work in near-real time to ensure everything is working as hard as possible to drive success.



AGENCY INFORMATION (cont.)

CLIENT-AGENCY WORKING-RELATIONSHIP MODEL

Our success is defined solely as your success—no matter how big or small the request. That principle guides how we structure teams, manage process, and collaborate day to day with SDMD, the City of Black Hawk, and participating stakeholders. Should something go awry, as the best-laid plans often do, you'll have immediate access to the people who can make something happen, right there, on the spot. Someone who has the authority to fix the problem to your satisfaction.

We believe that brilliant creative, smart strategy, and flawless execution are the result of impeccable service and solid, repeatable process. In the craze of swirling chaos, multiple projects with ever-shifting requirements, priorities, deadlines, creative versions, and data-driven optimizations, process is the calm in the eye of the storm. This is especially true when new work is presented and needs a timely response linked to creative thinking and strategy-driven creative.

We have experience working with public and partner-driven organizations where coordination across stakeholders is critical. Our approach addresses potential challenges through clear governance, defined approval paths, and proactive communication, ensuring alignment between SDMD, City partners, and the agency team throughout the campaign.

We structure our relationships to make success achievable. And we use certain tools to help guide our relationship and maintain the integrity of multiple projects at any given time while allowing you 100% transparency into tracking any project against budget at any given time.



OUR TEAM



RYAN JOHNSON

FOUNDER

At heart, Ryan is a writer. Since beginning his agency career in 2004, he's been fortunate enough to work with destination resorts like Atlantis Casino Resort Spa, The Broadmoor, Monarch Casino Resort Spa, and Grand Casinos and helped lead the launch of Sands Casino Resort in Bethlehem, PA. Ryan has also led creative and digital efforts for clients like Colorado Mesa University, The MetroHealth System, and Xcel Energy, to name just a few. His career is replete with award-winning work and compelling digital experiences. Ryan is a family man, residing in Castle Rock, Colorado, with his wife, Monica, and their three children, Santino, Lincoln, and Marshall.

 [LEARN MORE ABOUT RYAN »](#)



LEAH SCHROEDER

ASSOCIATE CREATIVE DIRECTOR

Leah is an award-winning, multidisciplinary creative with more than 15 years of experience, leading human-centered brand and digital experiences. She specializes in translating strategy into emotionally resonant storytelling and design that connects audiences to brands in meaningful ways. Her work includes collaborations with Atlantis Casino Resort Spa, Monarch Casino Resort Spa, Querencia Private Golf & Beach Club, and Visit Denver.

 [LEARN MORE ABOUT LEAH »](#)



ALI DEBENEDET

DIRECTOR OF OPERATIONS

As the Director of Operations, Ali works tirelessly as a liaison between client and internal teams to ensure everything the agency produces is on target, strategy, and budget and is always on time. With 15+ years of marketing experience and an extensive focus on casino- and destination-resort brands, including Atlantis Casino Resort Spa, Monarch Casino Resort Spa, and Montage Hotels & Resorts, to name just a few, she has a strong sense for what makes a successful brand tick. From writing creative briefs to integrated marketing plans, her ability to see the bigger picture and commitment to finding creative solutions is always present.

 [LEARN MORE ABOUT ALI »](#)



ERIC OLSON

MEDIA DIRECTOR

Eric is a digital storyteller. His in-depth understanding of the online consumer and ability to offer insight through data ensure that you are leveraging the traffic on your website to help increase conversions. He has a background in digital campaign production and has worked across all aspects of digital, social, and traditional marketing, bridging the gap across platforms. Through relentless optimization and multichannel attribution tracking, Eric's expertise in driving online conversions with mind-numbing returns on ad spend ensures that your digital assets are never wasted.

 [LEARN MORE ABOUT ERIC »](#)



MIMI WHEELER

SR. DIRECTOR, STRATEGY

With more than 30 years of experience in research and strategic marketing, Mimi brings a wealth of perspective and knowledge to engagements. She has worked for best-in-class global brands H.J. Heinz, Reebok, and Ocean Spray as Marketing Director, and she has led the research and strategy practice at several Denver-based agencies. She has extensive experience in the casino and resort industries, working with clients like the Town of Vail, the Town of Snowmass, The Broadmoor, Sands Casino Bethlehem (PA), Cherokee Casino Tulsa (OK), and Win River Casino and doing feasibility research for several new casino offerings. Mimi will be responsible for the research and insights to inform strategic marketing plans and creative development.

 [LEARN MORE ABOUT MIMI »](#)



MONICA JOHNSON

CONTROLLER

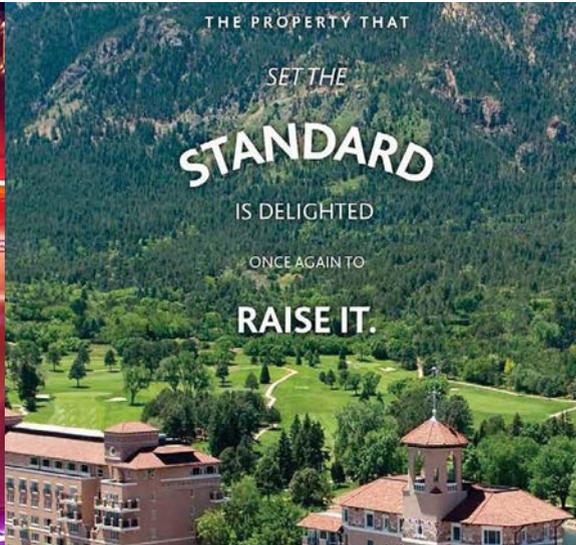
Monica's mind is a gift of contradictions. On the one hand, handling all of the business of being a business: client relations, accounts payable and receivable, compliance, and more. On the other hand, she is a talented commercial and wildlife photographer specializing in corporate portraits, headshots, and architecture, as well as wildlife, from mountain gorillas to polar bears and almost everything in between.

 [LEARN MORE ABOUT MONICA »](#)

INDUSTRY EXPERIENCE

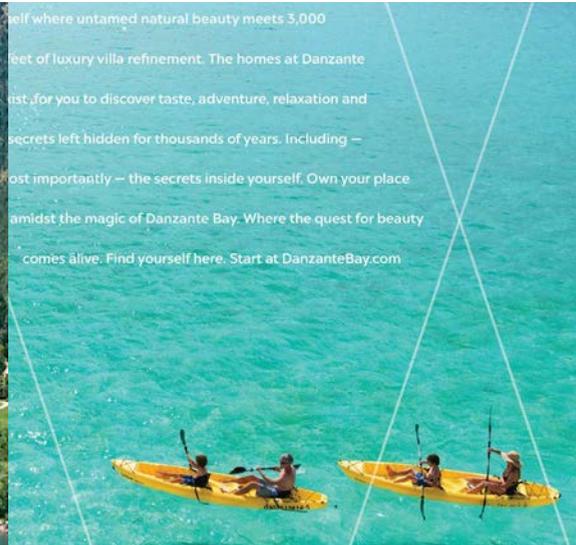


Atlantis
CASINO RESORT SPA • RENO



THE PROPERTY THAT
SET THE
STANDARD
IS DELIGHTED
ONCE AGAIN TO
RAISE IT.

THE
BROADMOOR



DANZANTE  BAY
AT THE ISLANDS OF LORETO



 **DORADO BEACH**
life time



Montage
DEER VALLEY



MONARCH
CASINO RESORT SPA • BLACK HAWK



Town of
SNOWMASS Village



TOWN OF VAIL



VAIL CASCADE
RESORT • SPA • CONDOMINIUMS



QUERENCIA
PRIVATE GOLF & BEACH CLUB



MONARCH CASINO RESORT SPA

BRAND CAMPAIGN DEVELOPMENT—METAMORPHOSIS EVOLVED

THE INSIGHT_

The property we teased for 12+ months was now ready to speak for itself. All we had to do was tie the magic of Metamorphosis to the all-new thrills, tastes, and escape and then get out of the way and let the story unfold.



CASE STUDY: MONARCH CASINO RESORT SPA

THE TRUTH_

Monarch Casino had transformed into a true destination-resort escape. Featuring four all-new restaurants, including Twenty-Four 7, offering breakfast, bites, burgers, and brews; Monarch Chophouse, a modern take on a classic steakhouse; Bistro Mariposa, a fusion of Southwest cuisine and high-end tequilas; and The Buffet, with all your faves and soon-to-be faves from around the globe. And then layer in Spa Monarch, a rooftop refuge 23 floors above Black Hawk, with signature treatments and a soothing aqua lounge and 500-plus luxuriously appointed hotel rooms.

THE OPPORTUNITY_

Collaborating with world-renowned photographer and director Erik Almas and an incredibly talented cast and crew, we worked to capture the spirit of Metamorphosis, now complete. Turning to long-form video as our primary driver, we crafted a story that wove its way through the entirety of the resort. From the acknowledgment of the exclusive VIP lounge to the thrills of the expanded gaming floor to the seclusion of the rooftop spa, we took viewers on a journey. Leading them to the visceral experience of new tastes and to the escape of 516 luxury hotel rooms and suites.

Along the way, we captured the experience in both still and motion pictures. Creating a library of nearly 200 assets. We dove into every detail of the property. Capturing bespoke fixtures and sweeping mountain vistas, individual ingredients to smiles of satisfaction. We scoured the resort, unearthing every inspiring detail and emotional connection. In the end, we could have shot for a year seeking out all that the property had to offer. We then brought the magic to life by reenlisting the help of Coupe Studios and Frost Motion, our partners in crime from Round 1. They articulated the energy that made Monarch Casino Resort Spa come to life with grace, elegance, and of course, some movie magic.



CASE STUDY: MONARCH CASINO RESORT SPA

RESULTS_

Monarch Casino Resort Spa experienced record year-over-year revenues by period at launch, including:

33.94%

IN CASINO
REVENUE

60.72%

IN FOOD &
BEVERAGE REVENUE

75.94%

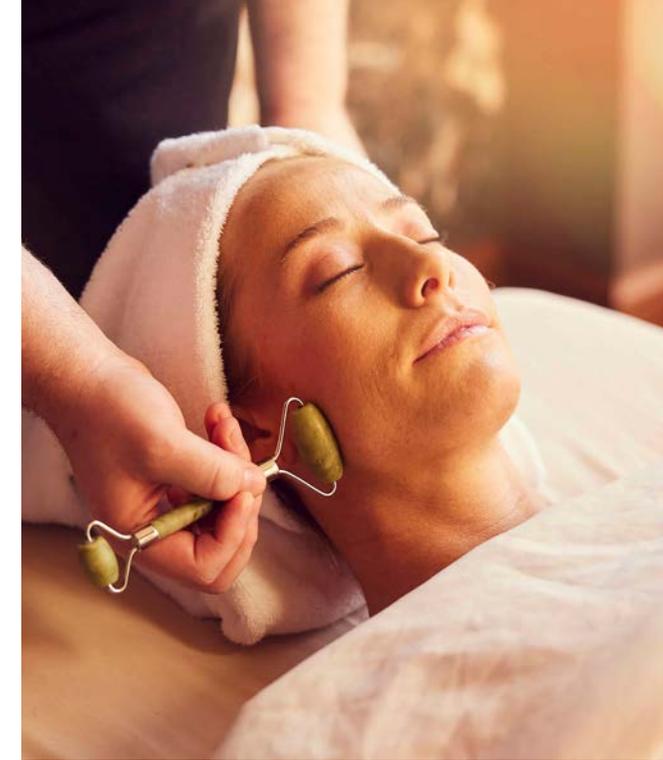
IN HOTEL
REVENUE

13%

OF OCCUPANCY RATES
EXCEEDED PROJECTIONS

SEE METAMORPHOSIS IN ACTION

[CLICK HERE TO WATCH »](#)



ATLANTIS CASINO RESORT SPA

BRAND CAMPAIGN DEVELOPMENT

THE INSIGHT_

Humans long to belong. Atlantis has a long history of setting the tone for what a service-driven experience should be. Raising the bar for not only its property but for the market. After taking on a capital investment to add new amenities and overhaul guest accommodations, we decided the new parts of a Reno favorite needed a tour guide of sorts, along with an invitation to belong.



CASE STUDY: ATLANTIS CASINO RESORT SPA

PROJECT OVERVIEW_

On the heels of an amenity upgrade, and a Tower 1 guest-room overhaul and modernization, Atlantis Casino Resort Spa, an AAA Four Diamond resort, tapped _dT A to tell a whole new story about the one thing that will never change: its commitment to delivering an unparalleled guest-service experience.

THE EXECUTION_

Meet Service, personified by Laura. Her delightful personality and infectious smile charm audiences as the face of the best part of your experience at Atlantis. Here to make sure you have everything you need to be no one except yourself.

See, when you are true to yourself, something magical happens. Time slows down. You feel alive, becoming the truest version of yourself. The rest is pure enjoyment.

We put out an invitation to all those who play. Who are unapologetically themselves and show up as they are. Those who ride the rush, live for the thrill, and feed on the flow. Those who play loudly and carry a quiet confidence, because they know they are no one other than who they were meant to be.

The beauty of this execution was the sheer volume of assets we were able to create and deliver in a short time frame. We developed 18 spots across five different themes, crafting a single elegant story.

From award-winning dining and brand-new restaurant concepts to renowned spa experiences to the luxury that awaits behind every guest-room door, we captured every aspect of the property in motion and stills. Including a 90-second brand film, 17 different 30-second and 15-second spots, 15 hero still images, and an image library of more than 200 shots that will last the property for years to come.



CASE STUDY: ATLANTIS CASINO RESORT SPA

RESULTS_

The volume of assets will sustain the Atlantis in-house creative team for years to come. Along with the campaign performance and a return from pandemic precautions coupled to drive a meteoric rise in the stock price from a low around \$17 a share to a high of \$105 a share. The current stock price is around \$90 a share.

CREATIVE ASSETS INCLUDE:

18 DIFFERENT VIDEO VERSIONS
FROM 2:30 TO :05

50 PROPERTY AND AMENITY
"LIBRARY" STILLS

15 CAMPAIGN "HERO" STILLS

DISCOVER EVERYTHING ATLANTIS

[CLICK HERE TO WATCH »](#)



COLORADO MESA UNIVERSITY

BRAND CAMPAIGN DEVELOPMENT—CONTENT AD CAMPAIGN

THE INSIGHT_

March 2020 robbed us all of some sense of normalcy. For high school juniors and seniors, this change was particularly jarring. As the entire world hit Pause, these kids were left asking, "What comes next? Do we go to college? Do we take a gap year? Do we head to work?"



BEHIND
EVERY
MAVERICK
IS A
STORY.

CASE STUDY: COLORADO MESA UNIVERSITY

THE TRUTH_

One thing was clear: Gen-Zers were consuming content—on mobile devices—at a crazy rate. The halt in sports, clubs, and social activities led to an astronomical consumption of social media. Meanwhile, in Grand Junction, Colorado, Colorado Mesa University was coming up with its plan to return in the fall in a safe and meaningful way.

Thus, The Maverick Network was born.

THE EXECUTION_

Given the turn-up in content consumption, we devised short-form episodic content that would capture and present several different aspects of campus life. Three distinct series were created. Each of the three would fly under the flag of The Maverick Network. A content network designed to demonstrate that life was still happening at CMU. In fact, we thrived.

While the world hit Pause, we hit the accelerator. Tapping into the uncertainty of current high school juniors and seniors wasn't our only challenge. Reaching them where they were and delivering the relevant messages to their parents, counselors, and other influencers took insight as well. Knowing we could segment messaging by demographic but also by psychographic and even within the same network environments, such as a single-family home, we built a media plan that could accommodate separate messages for distinct audiences at every turn. We were segmenting messages for students, as well as parents within the same household. Parents were likelier to be watching streaming services on connected TVs, while students were on social media. We segmented with a scalpel, ensuring each audience was receiving the messages most relevant for itself.



**2020 PRINT AND DIGITAL
EXCELLENCE WINNER**



University & College
Designers Association

MEMBER

CASE STUDY: COLORADO MESA UNIVERSITY

RESULTS

250,000

POTENTIAL STUDENTS
REACHED ACROSS
GEO-TARGETED AREAS

187

APPLICATIONS
SUBMITTED
ONLINE

300,000+

ENGAGEMENTS WITH ADS AND A
COST-PER-AD ENGAGEMENT OF \$0.06

4.4
MILLION+

IMPRESSIONS

37,000

CLICKS

0.85%

CTR

28,000+

UNIQUE LANDING-
PAGE VIEWS

40,000+

MINUTES WATCHED

TWO MINUTES

AVERAGE VISIT TIME
BROWSING CONTENT
ON THE PAGE



DISCOVER MAVERICK NETWORK

[CLICK HERE TO WATCH »](#)

THANK YOU

LET'S DEFY EXPECTATIONS, **TOGETHER.**

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