



## D.L. HUGHLEY

May 18th

Tickets at [cachecreek.com](http://cachecreek.com)

### OVERVIEW:

Hosting four to six shows every month throughout the year keeps Club 88 at the Cache Creek Casino Resort in Brooks, CA, busy. The objective of their advertising campaign was no small task: selling out all of those shows. Since the many different shows appeal to many different audiences, they need flexibility to reach a wide range of customers.

### STRATEGY:

With Comcast Spotlight's wide range of demographically targeted networks and programming, the casino could use networks like Comedy Central, E!, OWN and sports programming in building awareness for a show by D.L. Hughley, while using Lifetime, Bravo, TLC and VH1 to promote a Michael Bolton concert, to cite two examples. Those TV advertisements were coupled with online advertising on XFINITY.com, reinforcing awareness of the upcoming shows and providing customers with a direct link to purchase tickets from the casino's website.

### SUCCESS:

- Sell-out rate rose to 90% (from 75% in the prior year).
- Monthly website traffic increased 5-10%.