

P R E S E N T I N G

ASK CAESARS

A CINEMATIC, INTERACTIVE, BRAND SATURATED STORYTELLING EXPERIENCE.

EXCLUSIVELY FOR
HARRAH'S ATLANTIC CITY
WATERFRONT CONFERENCE CENTER
&



CAESARS
ENTERTAINMENT®

ASK **Caesars**

THINKING OUT LOUD...

Something extraordinary happens when an ingenious idea is conceived. The “ah-ha” moment that results from asking a simple “what if” ignites a spark of energy, emotion and clarity, that if captured and executed in just the right way, can touch hearts, change minds and inspire action. The concept of the “Ask Caesars” campaign to promote Harrah’s Atlantic City Waterfront Conference Center is just such an idea.

Over the following pages we will recap the evolution and execution of this idea with the hope that it will give a clear overview of the campaign, and better illustrate the “legs” or extensions inherent in this totally unique and original campaign direction. We’re absolutely ecstatic about how it turned out, and more importantly, we believe that this type of landmark branding effort is indicative of the next level thinking, service and support that meeting and event planners can expect from Caesars Entertainment and Harrah’s Atlantic City Waterfront Conference Center.

Michael Massari, Reina Herschdorfer and Heather Sobczak have been extraordinary partners and collaborators in the development of this campaign, through their combined industry experience and insight we have created messaging that is uniquely targeted to meeting and events planners.

We started off with the goal to create a brand-saturated, story-driven, interactive experience that would live up to our maxim that “long after an audience has forgotten what they’ve seen and heard, they’ll remember how they felt.” That feeling, that emotional gestalt, is the magic that turns a passive, unsuspecting audience into passionate, inspired customers. After reviewing this campaign we hope you’ll feel as we do, that our goal is well on its way to being achieved.

Best,

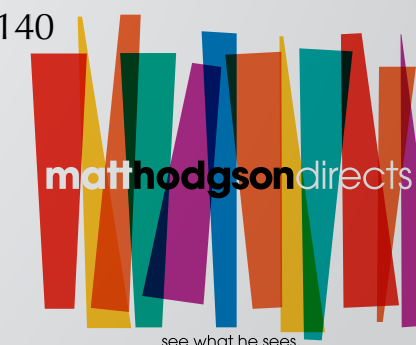


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see what he sees.

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THE BACKSTORY

Because Harrah's Atlantic City Waterfront Conference Center is such a unique space, in an area of the country that is devoid of anything like it, we felt passionately that the campaign that we created to promote this space would need to be just as unique and original.

Delivering that unique and original message to an extremely finite audience was the trick. Obviously a mass marketing approach was totally off the table, but we believed that the principles of a mass marketing approach could still be skillfully employed in a digital/interactive campaign –as long as the messaging retained a big mass media look and feel.

In addition to our delivery/media strategy, our campaign would need to be rooted in a philosophy that was geared to making an emotional connection with our audience. There couldn't be anything passive about communicating our Harrah's Atlantic City

Waterfront Conference Center message –it had to be emotionally compelling, and it had to demand interaction from our audience.

Creating an emotional hook is what emotional branding is all about.

Emotional branding is the way a brand communicates with an audience that is personal, powerful and poignant. As a storyteller, the essence of emotional branding resonated with me and inspired me to create what I refer to as brand saturated storytelling. This method of storytelling reaches out to our core audience – in this case meetings and events planners – and targets their interests, proclivities and responsibilities through relevant story points that need to be seen, heard and felt.

Simply stated, brand saturated storytelling is an immersive storytelling experience where an intended target audience makes an emotional connection with the core tenants of a brand. This emotional connection

is reinforced through multiple branded interactions that continue to further the brand story, as well as its meaning and relevance to the target audience. The story can be live, cinematic or totally interactive, but it's never just a story for story sake, but rather a story with a definite purpose.

As we unveil "Ask Caesars" you'll see a campaign that is as cinematic and interactive as it is captivating and compelling. Every extension of this campaign – from the animated branded short film and the interactive websites, to the lenticular handouts, video business cards, print and digital ads – all work seamlessly together to further our story and give our target audience a sensory experience that will effectively communicate the features and benefits of partnering with Caesars Entertainment and Harrah's Atlantic City Waterfront Conference Center.

One Way Or The Other...

Because the Harrah's Atlantic City Waterfront Conference Center isn't built yet, it's important to drive planners to the **branded short film** so that they can see what our vision is for this amazing conference center, and to the interactive website so that they can see first hand what Harrah's Atlantic City Waterfront Conference Center has to offer.

All of our campaign extensions lead planners to interact with either the branded short film that will lead them to the Interactive website, or to the **interactive website** that will lead to the branded short film – both are necessary tools for giving planners the experience and information they need in order to select Harrah's Atlantic City Waterfront Conference Center as their next East Coast conference, meeting or event destination.

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THE MEDIA PLAN

Because this campaign has such a finite target audience it obviously wouldn't make sense to use mass market mediums like TV & Radio... however, it is important that we utilize a mass media approach that delivers a sustainable reach and frequency. A basic tenant of media strategy holds true for every campaign, regardless of whether it's traditional or non-traditional; meaning that it doesn't matter how creative or persuasive your message is... if people don't see it, experience it, and feel it... again and again and again... they're not going to buy it.

Our campaign adds "interact with it" to that list, because audiences are now expecting to be surprised with tactile, interactive experiences. All of these interactions need to be strategically integrated into a mix that repeatedly immerses our target audience in our emotionally compelling message. The key is being able to extend that compelling message over a variety of media, in ways

that will further your brand story, build brand familiarity with your target audience, and make your message more relevant with each successive expression.

Ultimately all of these efforts will build awareness and lead to big-time bookings for Harrah's Atlantic City Waterfront Conference Center.

Our media strategy is to target relevant conference and meeting planners through a variety of traditional and digital executions that will all hit during the traditional Fall booking season.

Our media mix is composed of traditional print and digital placements with a little guerilla marketing added in for good measure.

Traditional Media:

- We have targeted relevant industry publications to reach meeting planners by keying in on relevant edit and features.

- We're running full page, four color insertions in the following publications during various points from August – December 2014:

- ▶ Association News Magazine
- ▶ Convene Magazine
- ▶ Corporate & Incentive Travel
- ▶ The Meeting Professional
- ▶ Meetings & Conventions
- ▶ Meetings Focus
- ▶ Mid Atlantic Events
- ▶ Plan Your Meetings Magazine
- ▶ Prevue Magazine
- ▶ Smart Meetings
- ▶ Successful Meetings
- ▶ Trade Show Executive

- Total combined program circulation of 1,312,211

Digital Media:

- Drive awareness and bookings of the new Harrah's Atlantic City Waterfront Conference Center opening in August 2015 amongst convention and meeting planners.
- Partner and align with trusted content sources within the meetings industry to promote the new conference center.
- Run placements across niche and specific convention sites to ensure we are reaching businesses looking for new and improved conference centers.
- Running additional banner and leaderboard sizes in conjunction with print insertions with The Meeting Professional, Meeting Focus, Smart Meetings, and Prevue Magazine.
- Total combined estimated digital impressions of 10,467,200.

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THE MEDIA PLAN (CONTINUED)

Guerrilla Marketing Efforts

The concept of guerrilla marketing rises from an unconventional system of promotion that relies on patience, energy, and imagination rather than a big advertising budget. Typically, guerrilla marketing campaigns are unexpected and unconventional, with consumers targeted in unexpected places. The objective of guerrilla marketing is to create a unique, engaging and thought-provoking concept that will generate buzz.

To this end we created:

- A lenticular card featuring a 3D image of our Ask Caesar fortune teller on the front side, and a call-to-action to visit AskCaesars.com on the back. This piece is being used at industry trade shows and other industry functions.
- The video business card looks as if it is a 3D shipping crate. Once the front flap of the

crate is opened it reveals a small video screen that displays four short videos:

- ▶ When the video card is first opened, it automatically plays a short trailer of the Ask Caesars film
- ▶ Button one plays the full film “Ask Caesars”
- ▶ Button two plays an overview of Harrah’s Atlantic City Waterfront Conference Center by Michael Massari
- ▶ Button three plays a slideshow featuring the renderings of the new Harrah’s Atlantic City Waterfront Conference Center
- Images of our Ask Caesars fortune teller were included in the LED light display on the outside of the Harrah’s Atlantic City building during the Caesars Entertainment Atlantic City Client Educational Experience.
- Small reminder cards have been created from the actual fortune teller card that appears in our animated short film. It was first

used to draw people to a reception for IMEX America, and then as a handout from sales managers to clients who may be interested in the property.



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TRADE PUBLICATIONS / FIRST PRINT CAMPAIGN

ASKCAESARS.COM



THE BIGGEST
NEW IDEA IN
MEETINGS,
EVENTS AND
CONFERENCES
IS PACKED INTO
THIS CRATE.

WANT TO SEE?

CAESARS ENTERTAINMENT
TOTAL REWARDS
WSOP
CAESARS
HARRAH'S
HORSESHOE
BALLY'S
CROWELL
LINQ

ASKCAESARS.COM




IT MAY
NOT LOOK
LIKE IT,
BUT THERE'S
SEATING FOR
5,000 IN
HERE.

WANT TO SEE?

CAESARS ENTERTAINMENT
TOTAL REWARDS
WSOP
CAESARS
HARRAH'S
HORSESHOE
BALLY'S
CROWELL
LINQ

ASKCAESARS.COM



HOW DID WE
STUFF A TOTALLY
NEW, 100,000
SQUARE FOOT,
ONE-OF-A-KIND
MEETING VENUE
INTO THIS CRATE?

WANT TO SEE?

CAESARS ENTERTAINMENT
TOTAL REWARDS
WSOP
CAESARS
HARRAH'S
HORSESHOE
BALLY'S
CROWELL
LINQ

ASKCAESARS.COM



INSIDE YOU'LL
FIND EVERYTHING
YOU NEED TO BE
A HERO, GET A
RAISE, AND
TAKE YOUR
CONFERENCE
TO A WHOLE
NEW LEVEL.

WANT TO SEE?

CAESARS ENTERTAINMENT
TOTAL REWARDS
WSOP
CAESARS
HARRAH'S
HORSESHOE
BALLY'S
CROWELL
LINQ


Two traditional print ad campaigns have been developed to the launch this campaign.

This first campaign titled "CRATES" features the shipping crate that appears in our animated short film. Each ad in this campaign teases our target audience with reasons that would make any meeting or events planner want to explore this shipping crate further.

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TRADE PUBLICATIONS / SECOND PRINT CAMPAIGN

IS IT REAL, OR JUST A MEETING PLANNER'S DREAM?



SEE FOR YOURSELF AT ASKCAESARS.COM

DON'T MISS "THE ANSWER" — AN ENCHANTING SPELLBINDER ABOUT A NEW CONFERENCE VENUE WITH TWO 50,000 SQUARE FOOT BALLROOMS, 56 BREAKOUT ROOMS AND 2,500 HOTEL ROOMS ON THE EAST COAST!

© 2014 CAESARS ENTERTAINMENT

This second campaign titled "FILM" features imagery from our animated short film - in a movie poster design style - that teases the idea of the short animated film while promoting the features and benefits of Harrah's Atlantic City Waterfront Conference Center.

HE ASKED FOR THE IMPOSSIBLE.

SHE'S A MEETING PLANNER WHOSE STAR IS ON THE RISE... **STARRING** Claire Holloway

HE WANTS A VENUE FOR 5,000 ON THE EAST COAST... **CO-STARRING** Nick Grayson

GUEST APPEARANCE BY **Caesar**

CAESARS HAS THE ANSWER!

SEE FOR YOURSELF AT ASKCAESARS.COM

DON'T MISS "THE ANSWER" — AN ENCHANTING SPELLBINDER ABOUT A NEW CONFERENCE VENUE WITH TWO 50,000 SQUARE FOOT BALLROOMS, 56 BREAKOUT ROOMS AND 2,500 HOTEL ROOMS ON THE EAST COAST!







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AND YOU THOUGHT THIS WAS JUST ANOTHER MEETING PLANNER'S OFFICE.

We stuffed seating for 5,000 in here!

See how a meetings and events director finds the Answer to an impossible request!



Submit an RFP for a totally new conference venue with two 50,000 sq. ft. ballrooms, up to 56 breakout rooms and 2,500 hotel rooms on the East Coast!

See how you could be entered to win a \$50,000 credit or get 10% OFF your master account!

ASKCAESARS.COM



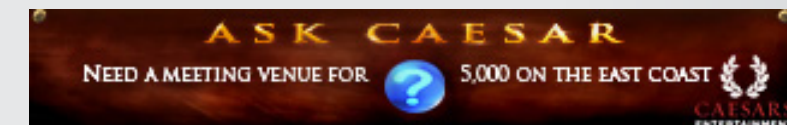
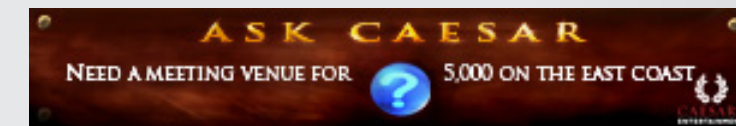




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DIGITAL BANNERS



Two waves of digital banners have been created in multiple sizes as animated and static ads. The first digital campaign teases our target audience with a question that can only be answered by asking Caesar. By clicking on the glowing blue question mark, the meeting or events planner is taken to the AskCaesars.com microsite for the answer.



ASK **Caesars**

DIGITAL BANNERS

TWO
50000
SQUARE FOOT BALLROOMS
ON THE EAST COAST?


SEE FOR YOURSELF AT
ASKCAESARS.COM



The second digital campaign features a series of digital numbers that relate to the Harrah's Atlantic City Waterfront Conference Center. Here again, if the meeting or events planner click the button on the digital banner they will be taken to the AskCaesars.com microsite for the answer.


HOTEL ROOMS FOR
2500
ON THE EAST COAST?

SEE FOR YOURSELF AT
ASKCAESARS.COM



SLEEP, EAT AND MEET WITH
5000
ON THE EAST COAST?

SEE FOR YOURSELF AT
ASKCAESARS.COM



TWO **50000** SQUARE FOOT
BALLROOMS ON THE EAST COAST?

SEE FOR YOURSELF AT
ASKCAESARS.COM



SLEEP,
EAT
AND
MEET
WITH
5000
ON THE
EAST
COAST?

SEE FOR YOURSELF AT
ASKCAESARS.COM




ASK Caesars

CUSTOMIZABLE HTML TEMPLATES

Two HTML customizable e-mail templates have been created to enable the Caesars Entertainment National Meeting and Events marketing team to send out spontaneous and timely messaging about Harrah's Atlantic City Waterfront Conference Center.

HARRAH'S ATLANTIC CITY WATERFRONT CONFERENCE CENTER




OPENING AUGUST 2015

Have you ever been challenged to find meeting space on the East Coast for a large conference where you could sleep, eat and meet with up to 5,000 attendees?

Caesars Entertainment is investing \$125.8 million into the expansion of its meetings facility at Harrah's Atlantic City. The 100,000 square feet of flexible new space will bring the property's total to 125,000 square feet, creating the first place where you can sleep, eat and meet with up to 5,000 attendees from Baltimore to Boston.

If you've even been asked to do the impossible, you will identify with Claire, the star in our new film "The Answer". To see how she solves her monumental challenge please visit AskCaesars.com.

We are very excited to provide "The Answer" to meetings and events needs in Atlantic City and across the East Coast.



CAESARS ENTERTAINMENT **WSOP** **CAESARS Harrah's HORSESHOE**

Must be 21 or older to gamble. Know When To Stop Before You Start. Gambling Problem? Call 1-800-522-4700. ©2013, Caesars License Company, LLC.

Privacy Statement: [Privacy Statement](#)

HARRAH'S ATLANTIC CITY WATERFRONT CONFERENCE CENTER



OPENING AUGUST 2015

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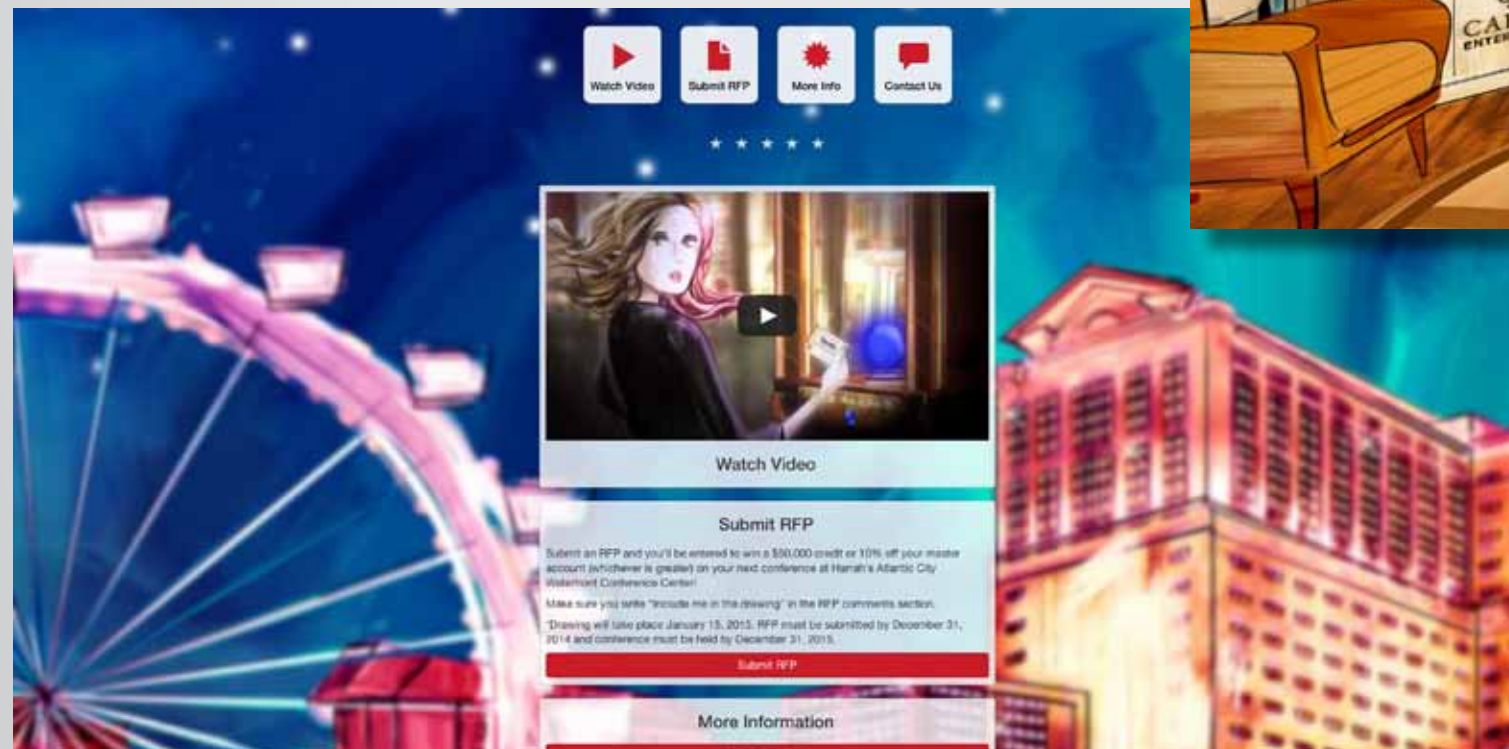
Privacy Statement: [Privacy Statement](#)

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MICRO SITES – ASKCAESARS.COM

The microsite was developed as a simple interactive experience that would give meeting and events planners all the information they would need in order to select Harrah's Atlantic City Waterfront Conference Center for their next event.

- A **3D experiential desktop and tablet version** of our AskCaesars.com microsite was created to take meeting and events planners on a journey of discovery, as they find themselves in Claire Holloway's office (the fictitious V.P. of meetings & events in our film), with multiple opportunities to find out everything they need to know in order to select Harrah's Atlantic City Waterfront Conference Center.



- A **2D mobile version** of our AskCaesars.com microsite was created for a more straightforward approach to the Harrah's Atlantic City Waterfront Conference Center messaging.

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ASK CAESAR – INTERACTIVE TOOL

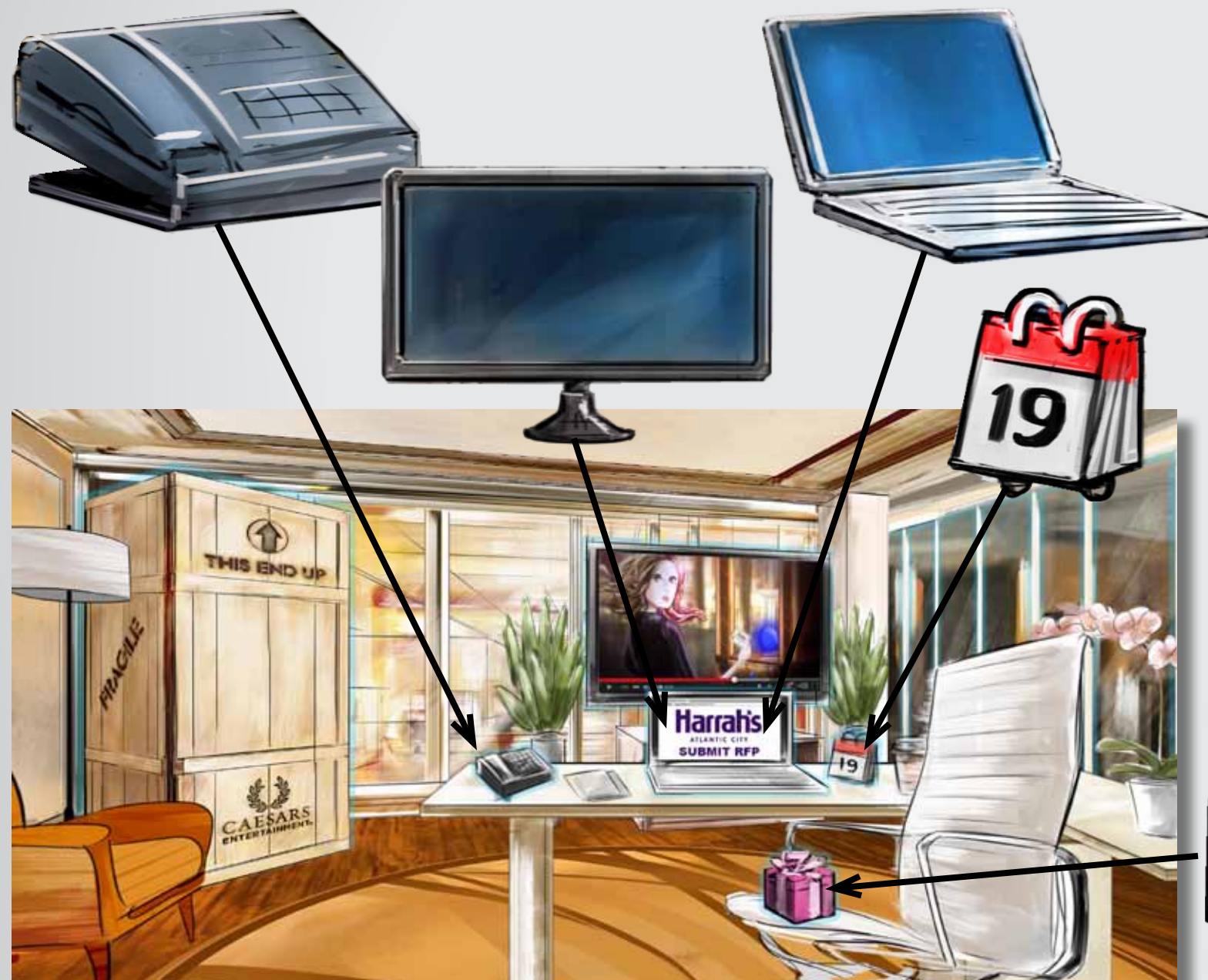


The keystone of the entire Ask Caesars campaign is a tactile experience that allows meeting and events planners the opportunity to open the shipping crate in Claire's office and come face-to-face with all of the answers pertaining to Harrah's Atlantic City Waterfront Conference Center – the all-knowing Caesar!

Once the crate is open, planners have the opportunity to: review a list of FAQs, review Harrah's Atlantic City Waterfront Conference Center floor plans, download a current Harrah's Atlantic City sales kit, submit an RFP and discover how close Harrah's Atlantic City Waterfront Conference Center is to roughly one third of the US population.

ASK Caesars

ADDITIONAL ROLLOVERS



In addition to the interactive Ask Caesars tool, numerous rollovers located throughout Claire's office vie for meeting and event planners attention. These rollovers provide planners with the rest of the story.

- **The Big Screen TV** — features "Ask Caesars"—our innovative animated short film and a message from Michael Massari. Both the film and Michael Massari's message have been tied together in a loop that will play continuously until the planner makes another selection on the microsite.
- **The Laptop** — offers planners a quick way to submit an RFP.
- **The Desk Calendar** — offers planners information about the proposed finish date of Harrah's Atlantic City Waterfront Conference Center, as well as a link to a time-lapse camera of the Waterfront Conference Center construction site.
- **The Phone** — provides planners direct contact information to Caesars Entertainment representatives.
- **The Gift** — is a very cool incentive that rewards planners for booking their next conference, meeting or event at Harrah's Atlantic City Waterfront Conference Center.



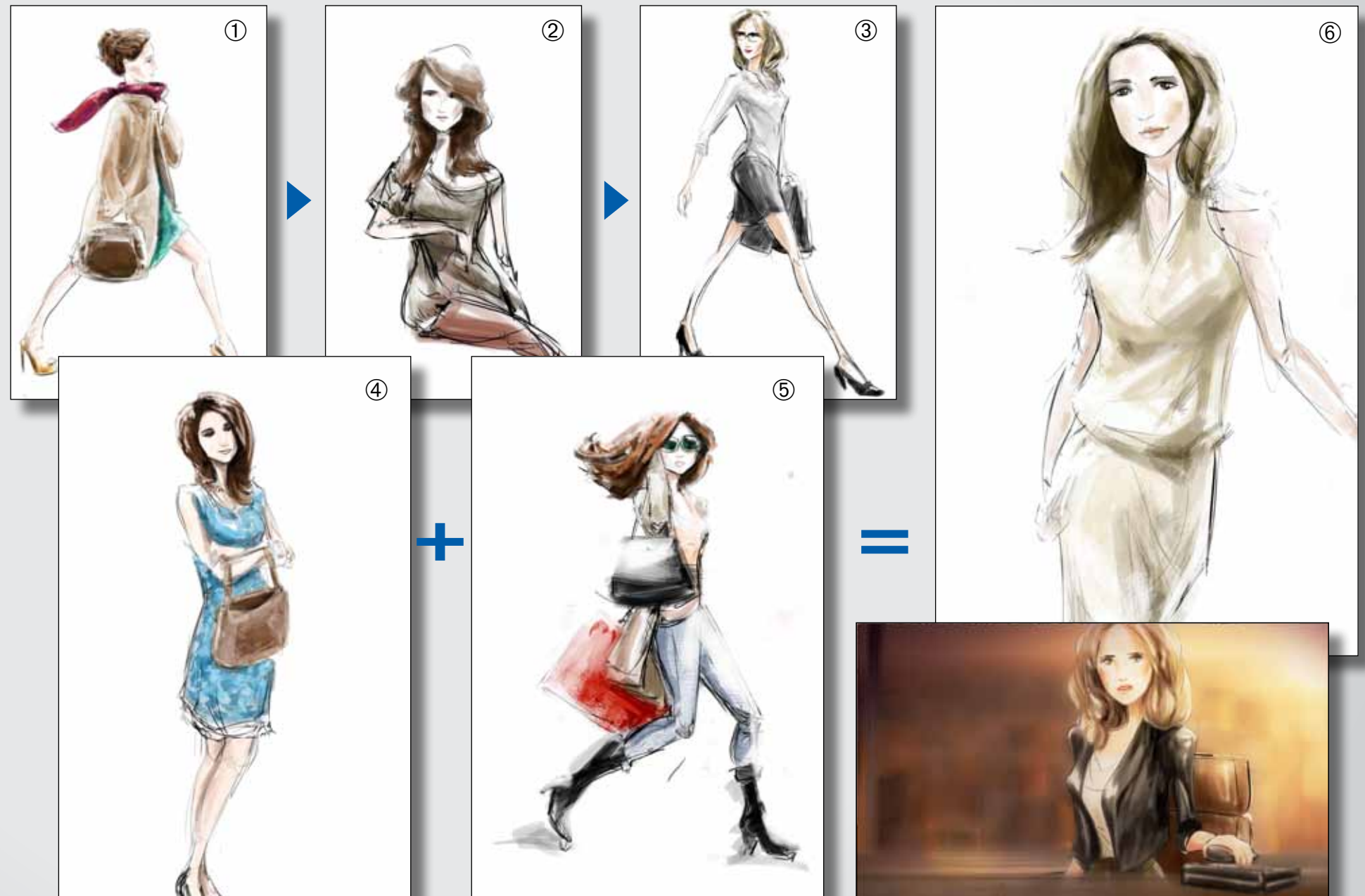
ASK **Caesars**

CHARACTER DESIGN – CLAIRE

“Claire” — Creating A Spokesperson

Claire’s persona is essentially a mixture of the personalities of many event and meeting planners that we have worked with over the years.

From the onset we knew that we had to be spot on as far as Claire’s character was concerned, because we knew that if we did our job right that Claire could become the spokesperson for meetings at Caesars Entertainment. We had to make sure that she was representative of the meeting and event planning community. She had to have moxie; she had to have a confidence that allowed her to succeed against all odds. She had to be strong yet vulnerable, smart without being a know-it-all. She had to be creative and patient and most importantly, she had to be open to new ideas. We love how she turned out, because she truly is the quintessential planner, and we can’t wait to see where she goes from here.



ASK **Caesars**

CHARACTER DESIGN – CAESAR

Designing CAESAR

This was a particularly harrowing task because we knew we were walking on sacred ground when we proposed the idea of developing the Caesar character for the film. Mainly because our image of Caesar was, to our knowledge, the only image of Caesar that had ever been created. Then to up the ante we realized that we needed a couple of different representations of Caesar for different executions within the campaign. For instance, in our initial design development for the animated short film we had determined that the style we wanted to pursue was a loose more painterly illustrated approach. We also loved the painterly vibe in terms of the way we wanted to use color throughout the animation process. However, early on in our design process we were asked to create a 3D lenticular card of Caesar, which meant that we needed an image of Caesar that had sharper features, more exact lines, and punchier more saturated colors - the exact opposite of what we were going for in the film. With that preamble in mind we were able to land on a design and style that really worked seamlessly for both executions.



Caesar – Character development for the short animated film.



Caesar – Character development for the 3D lenticular card.



ASK **Caesars**

CHARACTER DESIGN – SECONDARY CHARACTER DESIGN

Secondary Characters

Because our film was just slightly over 4 minutes, we really needed to design supportive characters that would have a meaningful and memorable presence in the story. Here are just a few of our starting points for the characters of Grayson, the Delivery Guy and the Maître'd and his staff of waiters.



Delivery Guy



Grayson



Maître d' and his staff of Waiters



ASK Caesars

ANIMATED SHORT FILM

“Ask Caesars”

“Ask Caesars” is a short animated story about Claire Holloway—the Vice President of Meetings and Events at Grayson Inc., who has just finished planning an upcoming conference, when her world is turned upside down by her boss who has a seemingly impossible request.

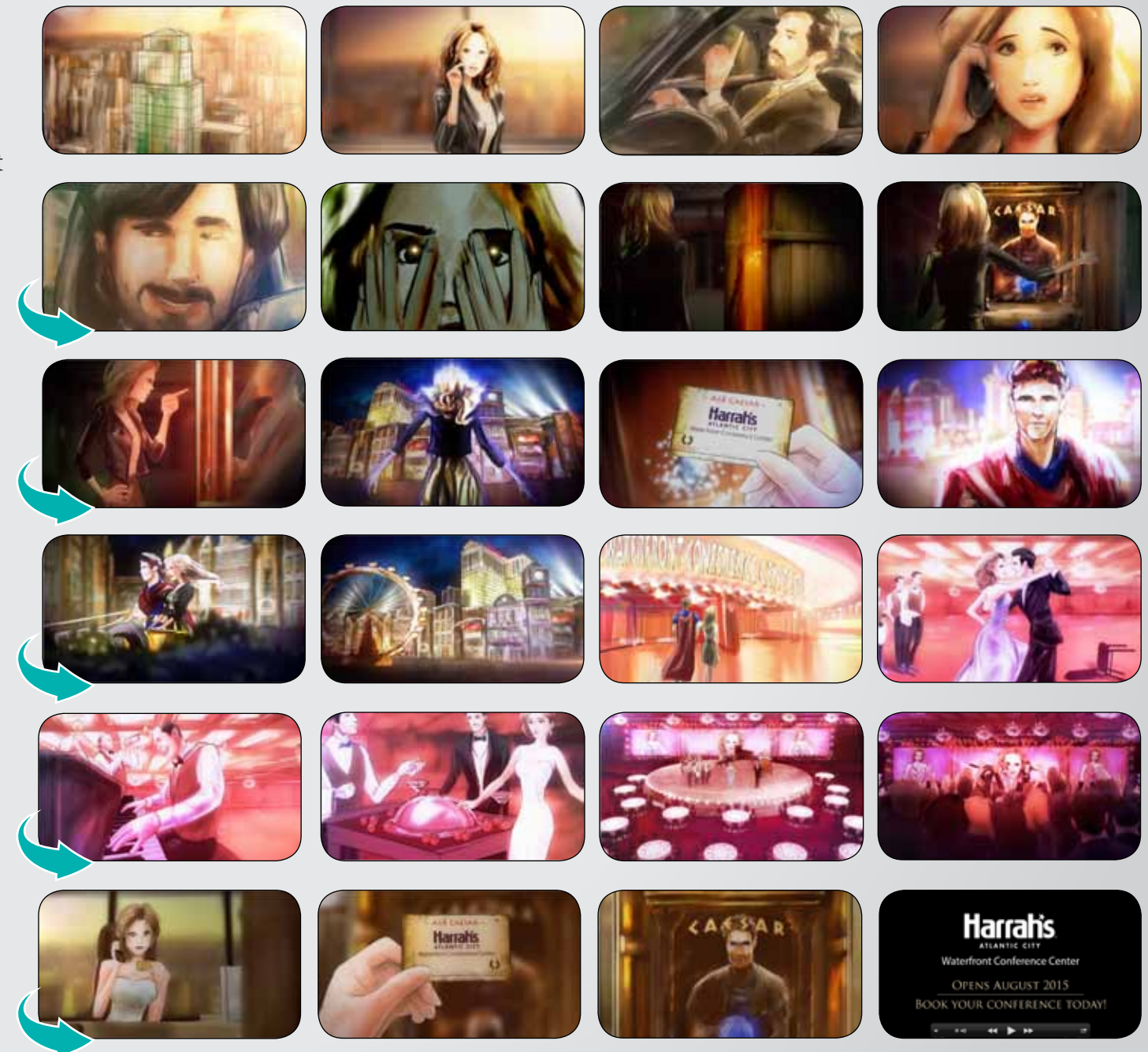
In an industry where the only constant is change, we wanted to craft a simple, captivating story that was true to the frenetic meeting and event planning experience.

We knew our story had to be concise yet full of the emotions that planners experience everyday - everything from the euphoria that follows a job well done, to the rock bottom feeling of despair that comes with having to start over, to the energizing vibe of discovering or designing a completely unique and original solution.

We wanted our story to feature Atlantic City and showcase Harrah’s Atlantic City Waterfront Conference Center in a way that inspired a sense of wonder and limitless possibilities.

We wanted our story to end with our planner in the spotlight and the perfect solution in the palm of her hand.

In “Ask Caesars” we have it all.



ASK **Caesars**

WHAT IF'S? — NEXT STEPS

Way back on the first page we mentioned that this presentation would give an overview of the “Ask Caesars” campaign and take a look at the possible “legs” or extensions of this campaign. Obviously a strong launch is imperative to the success of any campaign, and we feel that the components of our initial launch are stunningly fresh and unforgettable in the way they introduce meeting and events planners to the extraordinary possibilities that exist at Harrah’s Atlantic City Waterfront Conference Center.

However, it was never our intention to simply create a campaign and hope that it worked. It was always our intent to create a campaign and then continue to foster and build upon those messages in ways that kept our initial launch message fresh and relevant.

Ingenious ideas spawn more ingenious ideas, there’s just a cool energy that comes from an idea that begs those who interact with it to ask “What if?” The following list

represents just a few of the things we have thought of as a result of our initial campaign that could really take this “Ask Caesars” campaign idea to the next level.

1. We feel like there are a number of ways that we could use the characters that we created for the short animated film and bring them to life, to continue their story and add timely relevance to our future messaging, for instance...

a. A live Caesar in his fortune telling crate wheeled into FAM and other events, where meeting and events planners could have live interactions with Caesar. Imagine what they could ask? Imagine what he could tell?

b. Similarly, a custom fortune telling machine that would spit out cards at events. We know the marketing team already got this one quoted, just in case!

c. We love the idea of giving Claire a voice

i. Claire could be the subject of an interview in numerous trade publications.

ii. Claire could write her own column - obviously it would be a paid ad - but it could look like an editorial through a column in the newspaper.

d. Social Media Extensions

i. Giving Claire a voice means allowing her to have her own live meeting and events chat line.

ii. Claire could have her own Twitter feed.

iii. Claire could also have her own LinkedIn profile.

e. More Episodes for Claire

i. It would be awesome to follow Claire as she discovers more about Harrah’s Atlantic City Waterfront Conference Center and Caesars Entertainment.

Claire could be to Caesars Entertainment as Flo is to Progressive Insurance. Once you start thinking in those terms the possibilities for Claire and this campaign are endless.

