

# TOP CASINO RATINGS MONTHLY

## THE BEST CASINOS NATIONWIDE

Relax Enterprise Marketing (520) 981-4454 / [www.topcasinorating.com](http://www.topcasinorating.com) - [www.relaxenterprise.com](http://www.relaxenterprise.com) - [www.relaxacc.com](http://www.relaxacc.com)- VOL. I NO. 1

TOPCASINORATING.COM

THE BEST OF UNITED STATES CASINOS

VOLUME I ISSUE I

# TOP CASINOS



## Desert Diamond Casino (Tucson, Arizona)

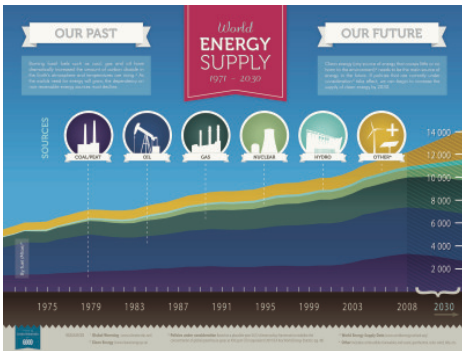
Desert Diamond Casinos & Entertainment Call us 24 hours a day at: 520-294-7777 or 1-866-DDC-WINS (1-866-332-9467) Visit us at one of our three locations: Desert Diamond Casinos & Entertainment Sahuarita 1100 W. Pima Mine Road Sahuarita, AZ 85629 Desert Diamond Casinos & Entertainment Tucson 7350 S. Nogales Highway Tucson, AZ 85756 Desert Diamond Casinos & Entertainment Why Highway 86, Milepost 55 Why, AZ 85321 Desert

Diamond Casinos & Entertainment offers a convenient, memorable entertainment experience in Tucson, Sahuarita, and Why, Arizona. Amenities include unmatched gaming options, fine dining, the Monsoon Nightclub and world class sporting events, music concert sand comedy sets at the Diamond Center. Desert Diamond Casinos& Entertainment also offers one of the region's finest convention center sand high-tech meeting facilities. An enterprise of the To-

hono O'odham Nation, Desert Diamond Casinos & Entertainment has been in the gaming and entertainment business for almost 30 years, beginning in 1985 with the opening of Papago Bingo in the Tucson area. In 1993, the first Desert Diamond Casino was opened on Nogales Highway. Six years later, a smaller facility opened in Why, Arizona. The third Desert Diamond Casino near Sahuarita was opened in 2001. In 2007, the original casino on Nogales Highway was replaced with a new casino, hotel and convention center complex. Slots enjoy the electrifying action of spinning for million-dollar jackpots or hit a royal flush on one of our countless video poker machines. Play your favorite games as well as the hottest new games like Wizard of Oz "Ruby Slippers", ELVIS The King and Lord of the Rings. And don't forget to try our latest additions Monster Jackpots, Aladdin, Forbidden Dragons, Lobster mania 2, Buffalo & Timber Wolf!



## Relax World Energy



Question: How can I save money on my electricity with Relax World Energy ?

Answer:

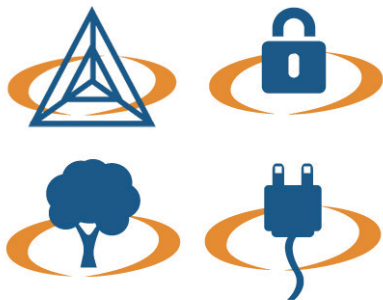
We have developed a very efficient system to purchase energy and thus are able to provide electricity to our customers at a lower cost than the local utility companies. Typical savings for our residential customers can range from \$100 to \$400 or more annually and typical savings for our business customer can range from \$600 to \$2,200 or more annually depending on usage. You can estimate your specific savings by utilizing our calculator.



Question: How will I be billed?

Answer:

You will be billed exactly as you always have been by your local utility company.



The only difference you'll see on your electric bill is that Relax World Energy will be listed on your bill as your electricity supplier and our lower cost electrical rates will be used in your billing.

Question: Will my electrical service be interrupted during the transition to Relax World Energy?

Answer:

No. You will experience no change in service whatsoever. The only difference you'll see is in your electric bill is that Relax World Energy will be listed on your bill as your electricity supplier and our lower cost electrical rates will be used in your billing.

Question: Will my utility company shut me down or make trouble when they hear I switched suppliers?

Answer:

No. The utility companies are required by law to comply with your choice as to who you buy your electricity from.

Question: Will my local utility company continue to service my account?

Answer:

Yes, nothing will change in terms of receiving your electricity or any customer service. You will continue to receive one bill for electricity each month from your local utility company and only have to write one check (which will continue to be made out to your utility company). You will see Relax World Energy listed on your bill as your electricity supplier and our lower cost electrical rates will be used in your billing. Your local utility will continue to read your meter and make any necessary repairs.

Question: Who do I call if my power goes out?

Answer:

You should call your local utility compa-

ny if your power goes out or you have any other service issues.

Question: What happens if I move my home or business?

Answer:

If you plan to move your home or business within the state Relax World Energy can continue to provide your electricity at our low rate. Please contact us and we will help you manage your account during the move.

Question: Does Relax World Energy offer a renewable energy option?

Answer:

Our standard electric offer is based on the use of 14% renewable energy sources. We plan to offer other renewable energy options in the future. We also provide information on renewable energy and insights into how customers can reduce their overall energy usage.

Question: Why haven't I heard about utility deregulation before?

Answer:

State utility deregulation has generally not been well publicized. However through the efforts of companies like Relax World Energy more consumers are becoming aware of their power to choose electrical suppliers like us.

Question: How can I become a customer of Relax World Energy?

Answer:

Selecting us as your electrical supplier is easy and risk free. You simply need to provide your address information and some basic customer information from your monthly utility bill. You will receive an email confirmation of your enrollment and your service will begin with your next full monthly bill.

Question: Does it cost anything to switch to Relax World Energy and do I need to sign a contract?

Answer:

There is no cost to select us as your electrical supplier and you do not need to sign a contract. Selecting Relax World Energy is an easy, almost effortless way to save money on your electrical bill.

Question: Can I change my electrical supplier again at a later date?

Answer:

Yes you will still have the right to choose another electrical supplier in the future.

We are committed to providing our customers with significant savings and high quality service and are confident that you will stay with us as a customer for the long-term.

Question: What if I want to quit service with Relax World Energy?

Answer:

**If you want to quit receiving low cost power from Relax World Energy all you have to do is contact our customer service team at [service@relaxworldenergy.com](mailto:service@relaxworldenergy.com) or call us at 800-432-8667.**

Question: Who is Relax World Energy?

Answer:

Relax World Energy is a licensed electricity supplier in the United States. We offer residential and business customers in the United States the opportunity to save on their electrical costs by choosing us as their electricity supplier.

Question: How do I contact Relax World Energy if I have a question?

Answer:

As noted previously your local utility company will continue to fully service your account. If you should ever need to contact us you can email us or call us at 1-800-832-4667. Our customer service phone is available 7 days a week and 24 hours each day.



MGM Grand (Jim Murren) Jim Murren, Chairman and CEO of MGM Resorts International Jim Murren attended Roger Ludlowe High School in Fairfield, CT, where he was a member of the Flying Tigers cross country team coached by J. Carter O'Dwyer. Murren received his undergraduate degree at Trinity College where he studied art history and urban planning., and continued studies in Rome, Italy. He joined the Wall Street firm of CyrusJ. Lawrence as a securities analyst, and earned the Chartered Financial Analyst certification in 1991. He was elected a member of the firm's Board of Directors, becoming the youngest member ever of the company's board. During his career on Wall Street he brought about a pivotal recapitalization of MGM Grand, Inc. in 1996, and served as a Managing Director and the Director of U.S. equity research for Deutsche Bank.

MGM GRAND RESORTS INTERNATIONAL

ARIA

Bellagio

Vdara

MGM Grand

SKYLOFTS at MGM Grand

The Signature at MGM Grand

Mandalay Bay

THE hotel at Mandalay Bay

The Mirage

Monte Carlo

New York-New York

Luxor

Excalibur

Circus Circus

Railroad Pass







Address: Bellagio 3600 Las Vegas Blvd. South. Las Vegas, NV 89109 Tele-  
phone: Room Reservations: 888-987-6667 General Information: 702-693-7111 To Contact A Registered  
Hotel Guest: By Phone: 702-693-7111 By Fax: 702-693-8585 (a fee will be ap-  
plied) Employment Office: MGM Re-  
sorts International Employment Center  
4886 Frank Sinatra Drive Las Vegas,  
NV 89109 Phone: 702-692-1888 Office  
Hours Fridays only, 10:00am - 3:00pm



Address: 3600 Las Vegas Blvd S, Las  
Vegas, NV 89109 Phone:(702)  
693-7111 Transit: Flamingo / Caesars  
Palace Station Hotel class: 5 stars



Bellagio



Bellagio



# RELAX ENTERPRISE

Relax Enterprise (520) 981-4454, Relax Enterprise Advertising is a contemporary, hard working advertising agency that strives to understand the needs, wants and goals of our clients in order to deliver innovative and personalized results. Relax Enterprise is a collaborative agency that offers creative strategies and inspired ideas to create powerful and desirable results that identify with the vision of our clients.



**Holographic Billboard Advertisement,** The billboards for our campaign will be placed in the following major cities: Phoenix (2), Casa Grande (8) and Tucson (2) Streaming 24 hours a day 365 days a year. The billboards will be cohesive with our print advertisements showing the definition of an "Marketing & Advertising the World One City at a Time," word along with the image of Relax Enterprise. We feel will be beneficial to maintain continuity amongst our ads so that consumers will recognize the image and the accompanying slogan more easily.



On DEMAND just got bigger, better, and easier.

Top Casino on Demand \*COMING SOON\*



## TOP CASINOS



**Top Casino Rating (Magazine) Your Ultimate Guide to All the Top Casinos!** With 300+ pages of must-have show info, including dates, maps, and restaurant lists, (Top Casino Edition) Guide provides all you need to know in one easy-to-navigate magazine.

## Executive Summary

Relax Enterprise's strategy is focused on increasing comprehension of TOP CASINOS nationwide. Our campaign strives to revive the brand image through use of creative tactics and innovative design. In order to create a cohesive campaign, we are using "buzz words" that portray the idea of individuality and personalization. Our all-inclusive plan puts an emphasis on reaching males and females ages 21-70. Our slogan, "Marketing & Advertising the World, One City at a Time" truly highlights the vision of our goal and illustrates that Relax Enterprise is more than just a local advertising company; rather, we advertise the right way to the right people nationally and internationally. We have worked to combine partnerships and other branding techniques to reach the core group of our target audience. After repeat exposures to our campaign, people in this category will perceive your top casino as the vacation spot to be.

## Overview

After compiling situational and SWOT analysis, we have created many research, marketing, and media objectives. We want to increase comprehension of your casino by advertising your brand and strongly associate it with the ideas of self-expression and individualism. Using a budget of \$5 million dollars, we plan to reach your primary target audience of men and women ages 21-70 through various forms of advertising. We hope to increase exposure in key cities across the nation by using media that will most effectively influence our target audience. We will utilize magazine, television and online advertisements along with many

promotional and guerrilla tactics to increase brand awareness and reinforce the brand's message. Our "TOP CASINO" campaign will not only increase brand interest but it will also differentiate casinos from their competitors.

## TOP CASINOS



## Objectives

**Marketing Goal** To expand your advertising reach to 39,000,000 more customers by the conclusion of the campaign. **Comprehension Goal** To create awareness of your casino. By the end of the campaign, 85% (39 million) of our target market will have had enough exposure to your brand and our advertising that they understand the message. **Time Frame** Our campaign will last for one year starting in January of 2013 and ending in December of 2013. **Budget Summary** For this campaign, Relax Enterprise was given a \$5,000,000 budget, which was allocated to various media and productions costs. Our primary media used to reach our target market of men and women 21-70 is print and media Billboards. **Television:** Coming soon **Print:** \$2,000,000 **Interactive:** \$1,000,000 **Out-of-Home:** \$1,000,000 **Production:** \$1,000,000 **TOTAL:** \$ 5,000,000 **Television 0% Print 40% Interactive 20% Billboard 20% Production 20%**

## Research

**Objectives•** Conduct historical and situational research of your casino advertising to effectively determine its strengths and weaknesses in the current market. **•** Use MRI and other research methods to correctly define the target market compare to its competitors. **•** Identify the most effective media vehicles for your campaign **Primary Research** Relax Enterprise Advertising surveyed one hundred individuals with ten questions that evaluated the target market's opinions towards casinos and it's branding. While

62% of people surveyed responded that they would be willing to spend \$200 dollars or less at casino (A) more than casino (B), due to the type of advertisement. **Secondary Research-** Utilized MRI to identify the composition of your target audience for the campaign.

## Casino Listings

### A

19th Hole (702) 346-3352 Mesquite, NV

29 & U Casino Green Bay, WI

4 Bears Casino and Lodge (701) 627-4018 New Town, ND

44 Bar (406) 745-3018 St. Ignatius, MT

49er Saloon & Casino (702) 649-2421 Las Vegas, NV

7 Cedars Casino (360) 683-7777 Sequim, WA

7 Clans Paradise Casino (580) 723-4005 Red Rock, OK

8 Ball Casino 406-761-9169. Great Falls, MT

Aces Casino (509) 892-5242 Spokane, WA

Ada Gaming Center (580) 436-3740 Ada, OK

Ada Travel Stop (580) 310-0900 Ada, OK

Agate Pull Tabs (907) 383-5616 Sand Point, AK

Agua Caliente Casino (760) 321-2000 Rancho Mirage, CA

Airport Plaza Hotel (775) 348-6370 Reno, NV

Akwesasne Mohawk Casino (518) 358-2222 Hogansburg, NY

Al's 99 Cardroom (209) 668-1010 Turlock, CA

Aladdin Resort & Casino (702) 785-5555 Las Vegas, NV

Alamo Travel Center (775) 355-8888 Sparks, NV

Aldo's Card Room (661) 721-7500 Delano, CA

Alibi Casino (702) 648-1961 Las Vegas, NV