



## HARD ROCK HOTEL & CASINO SHINING A LITTLE BRIGHTER IN VEGAS Hard Rock Hotel Case Study

### CHALLENGE

Standing out from the crowd in a city like Las Vegas is a tall order. That was the problem the Hard Rock Hotel & Casino faced. While their name had built-in recognition and they received their share of walk-in business, the Hard Rock was not on the Strip and was not the destination spot they wanted to be.

The people at the Hard Rock realized that the best way to be a destination casino was to generate as much customer loyalty as possible. As any good concierge knows, getting to know your guests is a good place to start. So the Hard Rock decided to invest in a new data integration system to lure them back. They invested in Mariposa, a solution that collected customer data, analyzed it and created detailed reports of their behaviors and tendencies. What they eat, what they play -- basically, anything they do at the casino.

Pretty valuable information. Now all they had to do was figure out what to do with it.

### SOLUTION

The Hard Rock turned to LaVigne Inc. to help them capitalize on their newfound insights. Working in conjunction with the Hard Rock IT and Marketing staffs, LaVigne established a Web-to-Print online portal. Web-to-Print allowed the Hard Rock to use their customer information to create personalized, one-to-one direct marketing pieces. The Hard Rock informs customers of events, specials and promotions that they know will be of interest to them based on past visits and preferences. And with the variable print capabilities, they use everything from a customer's name and city to his or her favorite kind of drink. If they had the info, Web-to-Print could use it.

### RESULTS

Customers now receive beautifully printed, personalized invitations to Hard Rock promotions. It may be an accommodation package with discounts on their favorite activities or an upcoming performance by a musical act they enjoy. There are incentives designed not just to get people back to Las Vegas but back to the Hard Rock Hotel & Casino. And because of the high-speed print capabilities Web-to-Print gives them, they're even able to market to guests while they're at the hotel.

Today, not only has return business at the Hard Rock increased, but printing costs are a fraction of what they used to be, thanks to more focused marketing and sales campaigns. So while getting a fair share of attention in Vegas isn't always easy, the Hard Rock found that a little smart technology could go a long way toward being heard -- loud and clear.