

The Meadows to step up advertising its casino in new ad campaign (Video)

Written by Administrator
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Joe Wojcik

The Meadows Casino is playing up the casino in a new advertising campaign.



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The Meadows Casino is launching a new ad campaign and discreetly dropping the racetrack from its name.

The Meadows Casino has hired Chicago-based RPM Advertising, which has helped it launch its new campaign: "The One. The Only. The Meadows."

[Kevin Brogan](#), director of marketing for the Meadows, said the casino-focused marketing is to emphasize the Washington County facility's biggest revenue producer after celebrating the 50th anniversary of the Meadows racetrack last year.

He said to expect increased advertising on TV, radio and print as well as through billboards and direct mail. While he didn't divulge a total advertising spend on the campaign, Brogan said the Meadows will spend 15 percent more on its advertising campaign than last year.

"All this is to solidify our position in the region as the premier gambling destination," he said.

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The Meadows Casino features 76 table games, more than 3,300 machines, high limit gaming, along with its long-established harness racetrack, which features racing more than 200 days each year. Through its new campaign, the Meadows intends to play up its casino as “the best gambling proposition for this region’s players, including the largest jackpots, highest limits and the most slot machines.”

Brogan suggested to not read too much into the Meadows dropping ‘racetrack’ from its name other than of one campaign’s focus on its casino offerings.

“We’ve basically shifted the campaign to talk about the casino and the casino atmosphere,” he said. “We still love the racetrack.”

The Meadows is working to bounce back from a decline in gambling revenue as it faces new competition from the Lady Luck Casino at Nemaquin in neighboring Fayette County as well as from other newcomers across the state border in Ohio.

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Tim Schooley covers retail, real estate, construction, hospitality, arts and entertainment, and government. Contact him at tschooley@bizjournals.com or 412-208-3826.

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