

ELEVATED PLAY

How Tesuque Casino Rebranded and Reached a New Audience

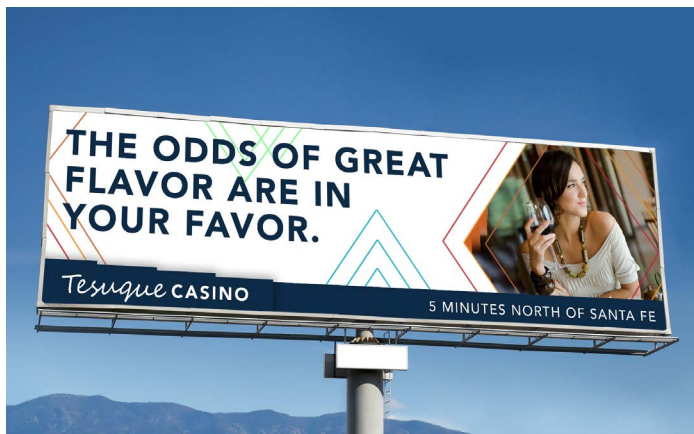


The Need

In 2018, when the Pueblo of Tesuque Development Corporation closed Camel Rock Casino, it marked the beginning of a new, more upscale venture with Tesuque Casino. Transitioning from a cozy, neighborhood casino to an elegant, experience-focused property called for a new target audience with a fresh brand identity and an accompanying marketing plan.

The Solution

Our team set out to distill the new casino's character into a succinct messaging platform that would resonate with its more upscale target market, one that was interested in gaming, as well as modern dining and nightly entertainment options.



 Gaming  Santa Fe, NM

 [TesuqueCasino.com](https://www.TesuqueCasino.com)

AT A GLANCE

The Need

- Launch a new brand
- Grow awareness of the new property
- Draw visitors to the grand opening

The Solution

- Build a new brand identity
- Implement a comprehensive marketing plan
- Reach a new target audience

The Results

- 5,000+ visitors on opening day
- Successful launch of new players club
- 21 million+ ad impressions

CASE STUDY

The concept took inspiration from one of the property's key differentiators: Instead of the dark, maze-like environment of most casinos, the Pueblo of Tesuque designed its gaming floor to showcase 30-foot-high windows that let in an abundance of natural light and views of the surrounding high-desert landscape. This was truly an elevated casino experience.

We first developed a dynamic brand identity with intentional use of the tribe's traditional colors and symbols. This standardized visual and verbal style ensured brand consistency across both promotional and internal tactics.

The **Play on a Higher Plane** grand opening campaign evoked the unique casino environment with clever messaging and striking photographs. It was implemented across a variety of media channels, to better reach the casino's target audience.



The Results

The casino had a successful grand opening with more than 5,000 visitors in attendance and significant media coverage. Following the grand opening, Tesuque Casino retained Esparza to manage its day-to-day marketing efforts, which we continue to this day.

5K+

VISITORS ON GRAND
OPENING DAY

21M+

AD IMPRESSIONS
EACH QUARTER

45K

WEBSITE VISITORS IN
THE FIRST YEAR



esparza

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