



The Power of Engagement



Challenge

A world at play and a world to its own...

Mohegan Sun, created in 1996 by the Mohegan Tribe of Connecticut, is one of the world's most amazing premier destinations in New England. Located in Uncasville, Connecticut, Mohegan Sun boasts more than 300,000 square feet between three world-class casinos, a 34-story, 1,200-room luxury hotel tower, three live entertainment venues, and a 130,000 square-foot retail shopping experience with over 40 restaurant outlets. Gaming enthusiasts face a wide array of options. As such, building casino traffic and creating loyal patrons is business critical.

Solution

Recognizing the importance of building and maintaining relationships with customers by making them feel important and appreciated, Mohegan Sun retained All Star Incentive Marketing® to help enhance their patron events and promotions. From high ranked player, All Star offers proven solutions and products that help increase casino traffic and build long-lasting player loyalty. Mohegan Sun initially approached All Star to assist with seasonal event and promotions gift sourcing in 2007. Today, All Star continues to actively support Mohegan Sun's effort to create positive gifting experiences.

On a monthly basis, the All Star team presents and suggests new and engaging promotional ideas to Mohegan Sun. One of the more unique and inspiring ideas to brighten the day of casino patrons at the 2011 Mohegan Sun Mother's Day event was the "Just Add Ice - Orchid" offering. This idea originated when All Star's Vice President of Marketing & Operations presented a "Just Add Ice - Orchid" as a birthday gift to All Star's Premium Sales Manager. The product, manufactured in America with simple instructions for care, "Just Add Ice", was instantly viewed as an innovative event gift idea. Immediately, this idea was presented with a sample to the Mohegan Sun team for future event consideration. Thrilled with the idea, Mohegan Sun ordered 5,000 Orchids customized with Mohegan Sun signage. The "Just Add Ice - Orchids" Mother's Day event was such a success, that Mohegan Sun wanted to pursue a similar option for their 2011 Holiday appreciation event. This time, the product of choice was Poinsettias. An order of 5,000 Poinsettias was placed and delivered to Mohegan Sun in time for the 2011 Holiday season.

Other successfully orchestrated customer appreciation events included offers of The Cheesecake Factory® cheesecakes, Keurig® home coffee



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brewing systems, and Samsonite® luggage sets. Throughout all events, All Star insures on site product expertise, including demonstrations by manufacturers and the necessary personnel to assist Mohegan Sun patrons with the redemption process.

Results

Proving that desirable and innovative merchandise awards are one of the best ways to engage, motivate and reward® customers, All Star leveraged a brand within a brand with the "Just Add Ice" campaign. The idea was so well received, that this new cheerful theme is being considered by Mohegan Sun for use in future customer loyalty promotions. Utilizing cutting edge merchandise, incomparable product sourcing, and exceptional customer service, All Star has worked closely with Mohegan Sun since 2007 to successfully deliver enticing and unique patron events and promotions.

Testimonials

"This was such a beautiful idea and gift to us. Your staff wished us Happy Mother's Day as we picked out our beautiful Orchid. You should see how beautiful it looks in our home. Thank you for such a wonderful surprise."

Bella — Webster, CT

"The Just Add Ice Orchid is absolutely beautiful -- one of the nicest I have ever seen. Great choice for a gift -- especially for May for Mother's Day."

Grace — Lincoln, RI

"Wonderful! The Orchid is beautiful and reminds me each time I see it, several times each day, of what a nice thing for Mohegan Sun to do for its players....that I am appreciated for my patronage. I really enjoyed being able to pick out the color and plant of my choice. Bravo!"

Annie — Richfield Park, NJ

"Orchid giveaway was very different and a great idea on someone's' part. New ideas are always a great incentive. We still think the Mohegan Casino is the best."

Raegan — Boston, MA



just add ice®
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Engage.
Motivate.
Reward.

AllStar®
incentive marketing

All Star Incentive Marketing® is committed to helping businesses grow and thrive by **ENGAGING, MOTIVATING, and REWARDING** the people behind their success. We do this by developing, implementing and managing powerful incentive and engagement programs that drive customer loyalty, employee motivation, sales, safety, and wellness. With a combination of proprietary technology, superior program management, outstanding customer service, unparalleled product sourcing and fulfillment capabilities, All Star maintains leadership in the incentive industry by helping clients exceed their business objectives.