

# PALMS NIGHTS

# BRIEF

**Palms Casino** is a resort in Las Vegas.

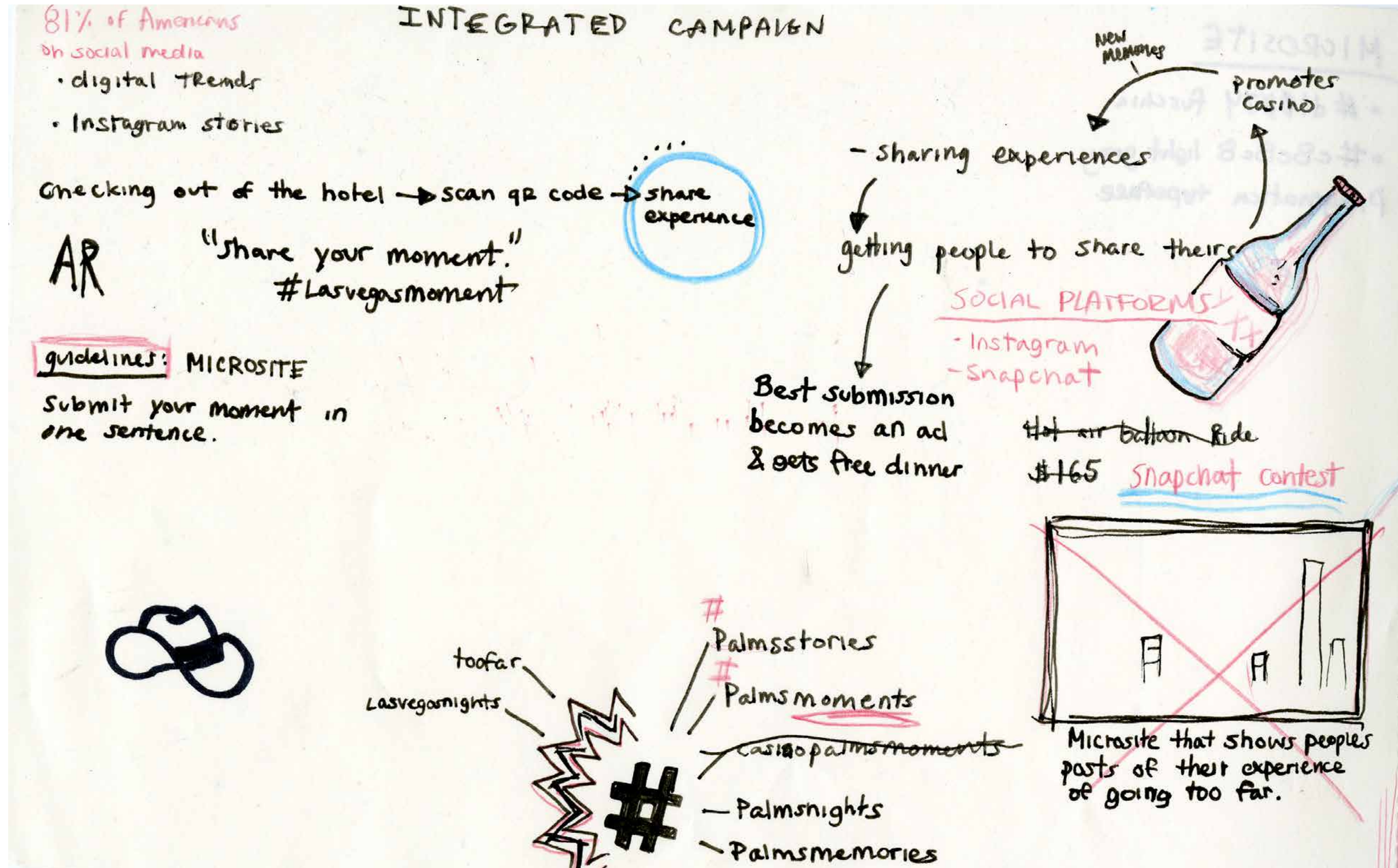
**Target Audience:** Young adults who like to party.

**Objective:** Getting more people involved with sharing their experiences at Palms Resort by using the platform “How far have you gone?” This will be achieved through a microsite hosted by Palms Casino Resort that users will create for a chance to win. The best story receives two free nights at Palms Casino resort.



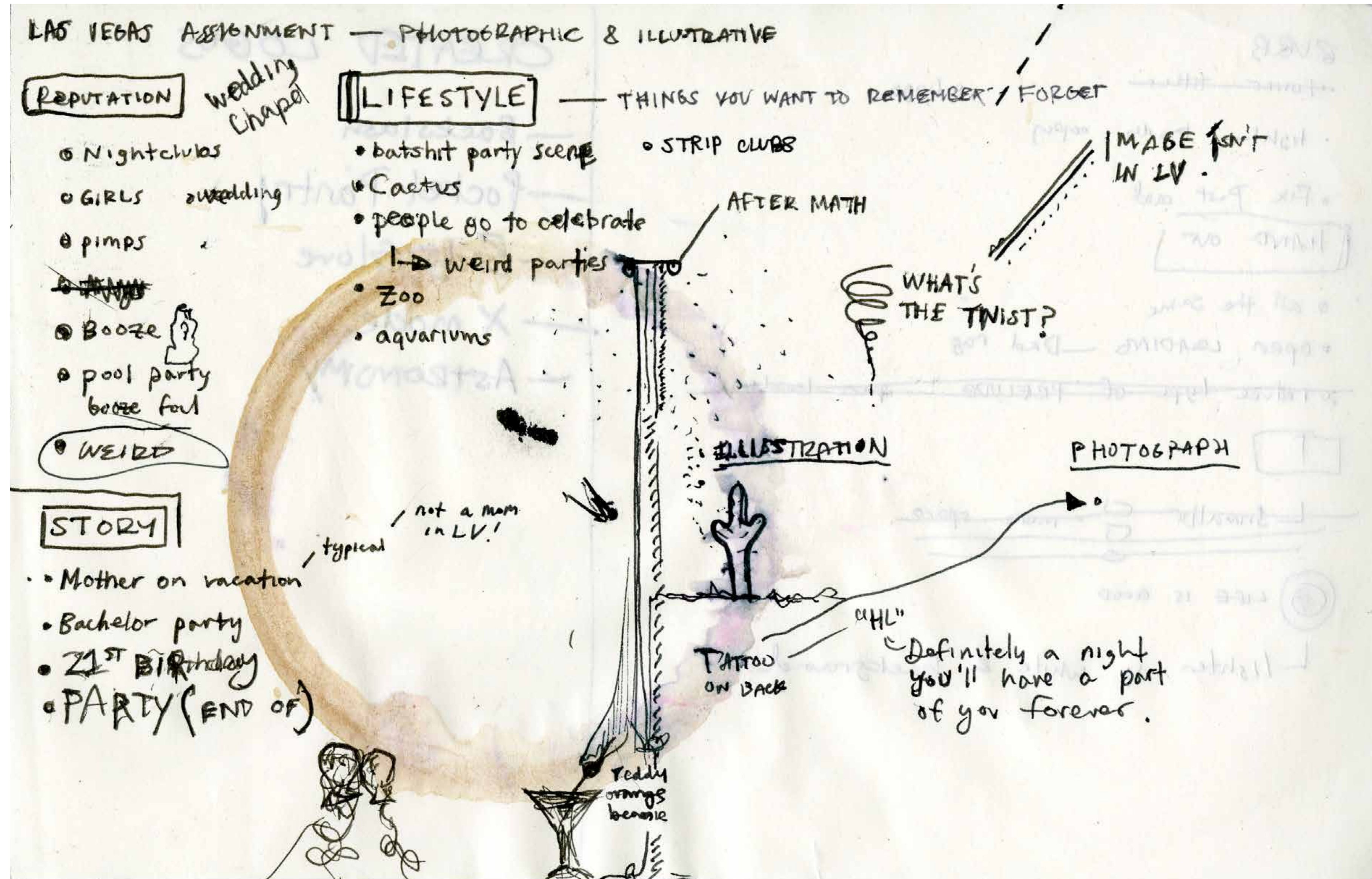


# IDEATION



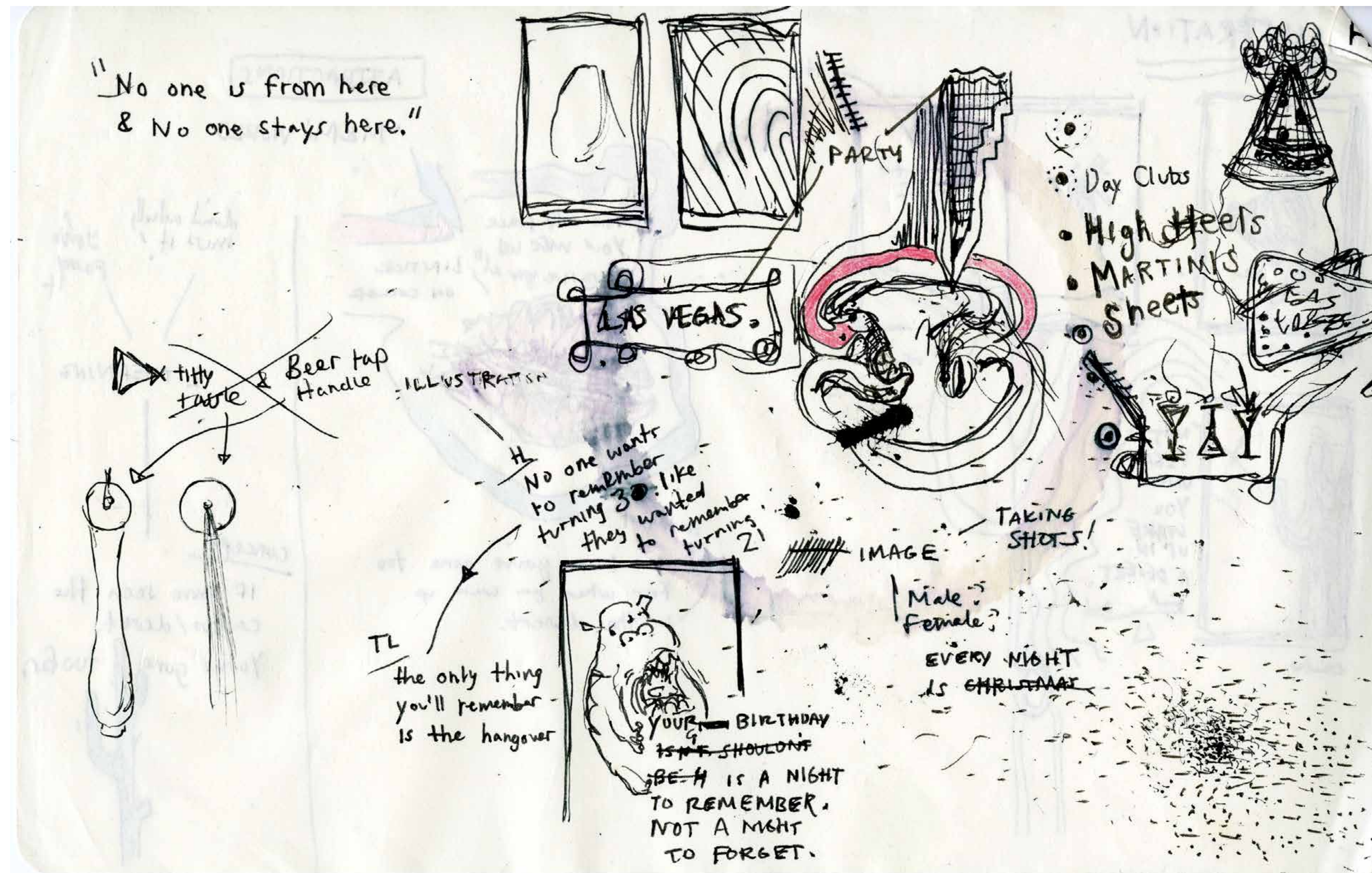


# IDEATION





# IDEATION





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o you know you've gone too far when:

- you wake up at ~~someone's~~ a stranger's wedding
- your bank is your wake up text
- you wake up and remember you bet your wedding ring
- \* - you wake up w/ someone else's underwear on.
- you wake up to a \$115,000 bill
- you wake up in hand cuffs & no clothes on
- \* - you go to the strip club & see your grandmother dancing.
- when you look down & can't see the ground. (Hot air Balloon)
- you see a cougar/coyote - you see a woman & ~~she's~~ she's growling at you
- you wake up without a kidney.
- \* - you wake up and can't find your keys
- you black out before you kiss the bride

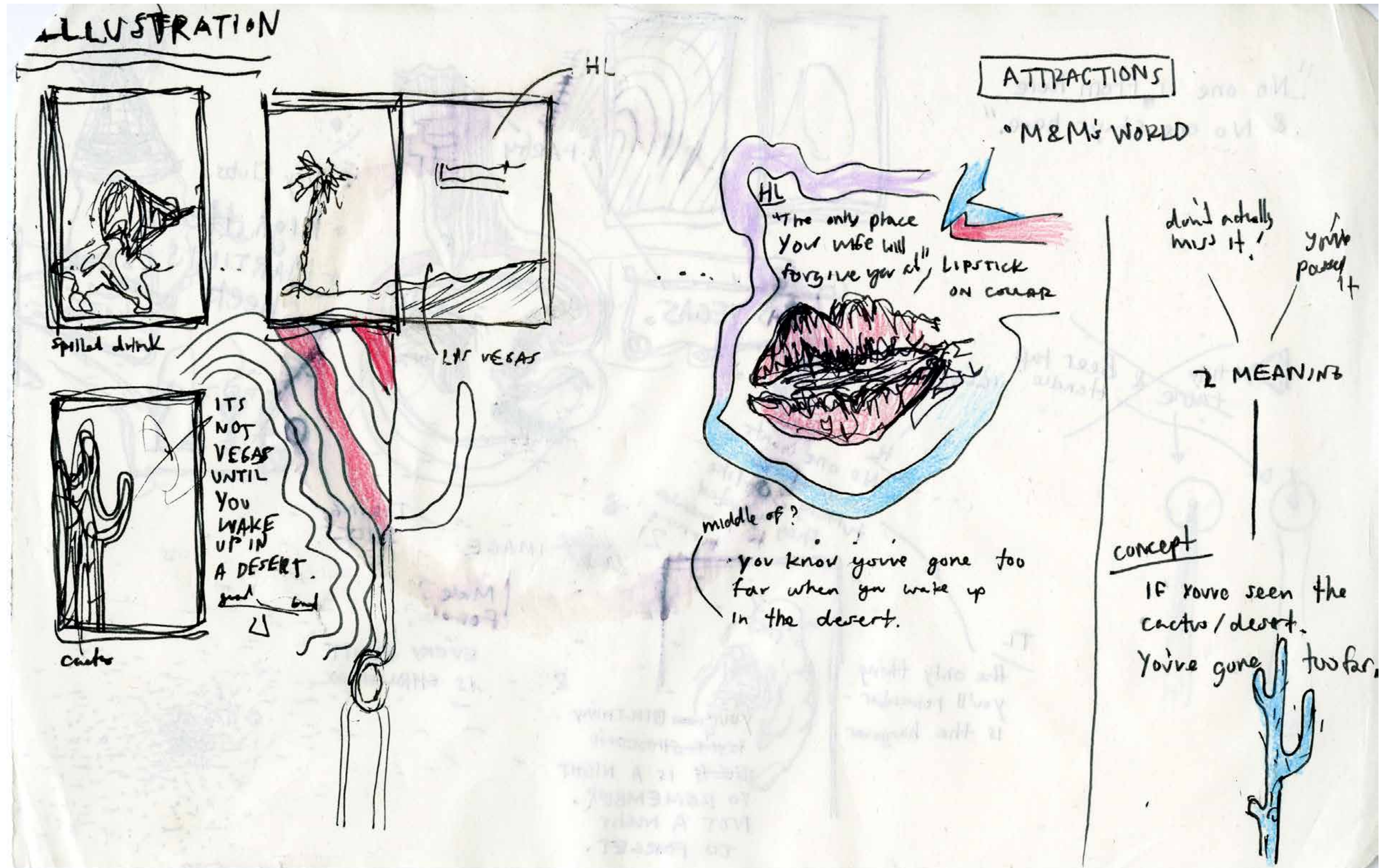


don't all  
have to  
be green

keys



# IDEATION





# IDEATION

## STRATEGIC BRIEF

Target ~~most~~ <sup>party</sup> people who like to party goes ~~that~~ Palms Resort | convince TM that PALMS resort is the best resort to get wild at.

## MARKETING OBJECTIVE

To inform people who like to party that Palms Resort has the wildest parties.

o To bring in more customers to the resort.

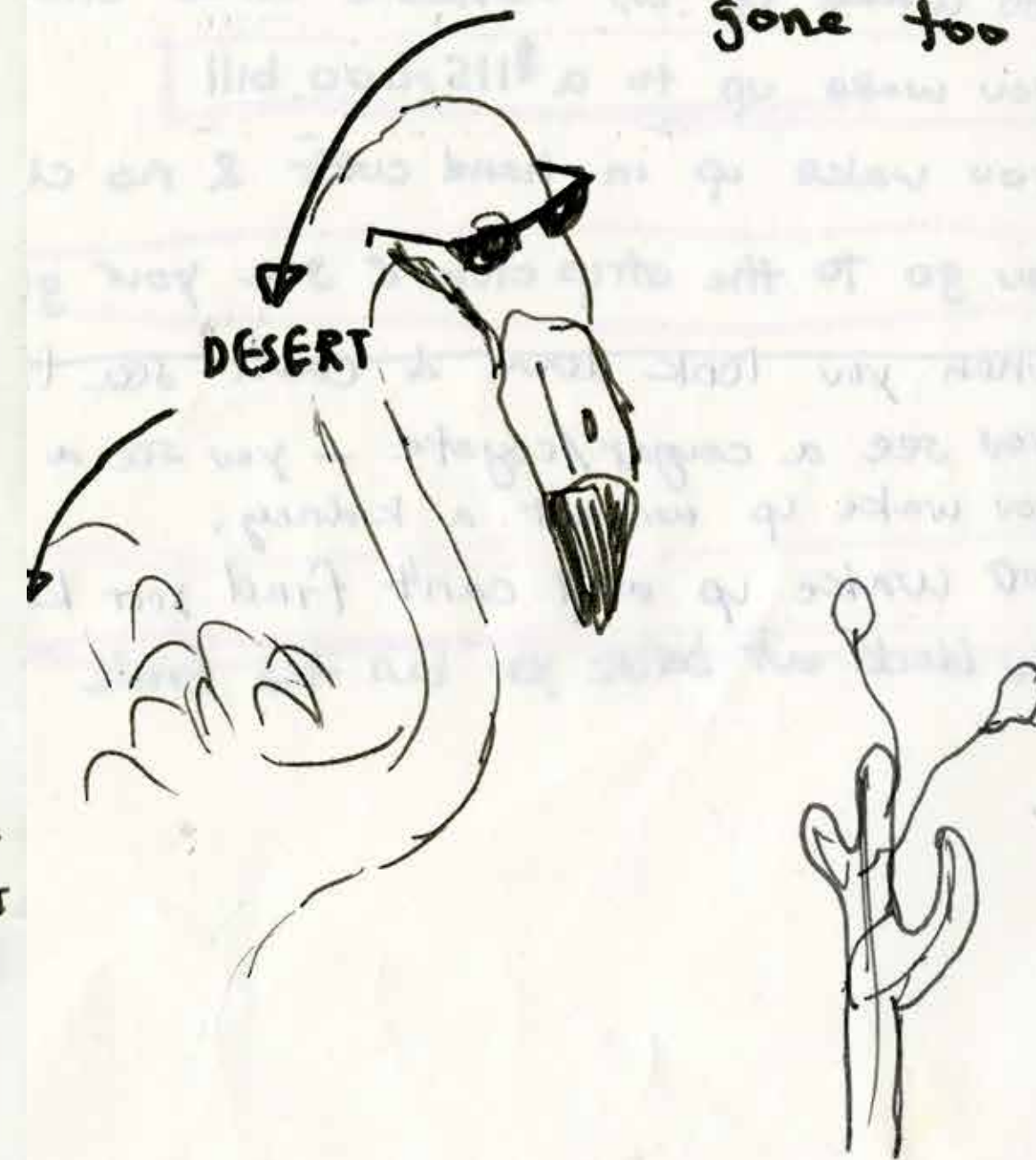


↳ To maximize resort attendance during x time period for their demographic. Provide an incredible resort experience that results in return visitations and word of mouth.

skeleton

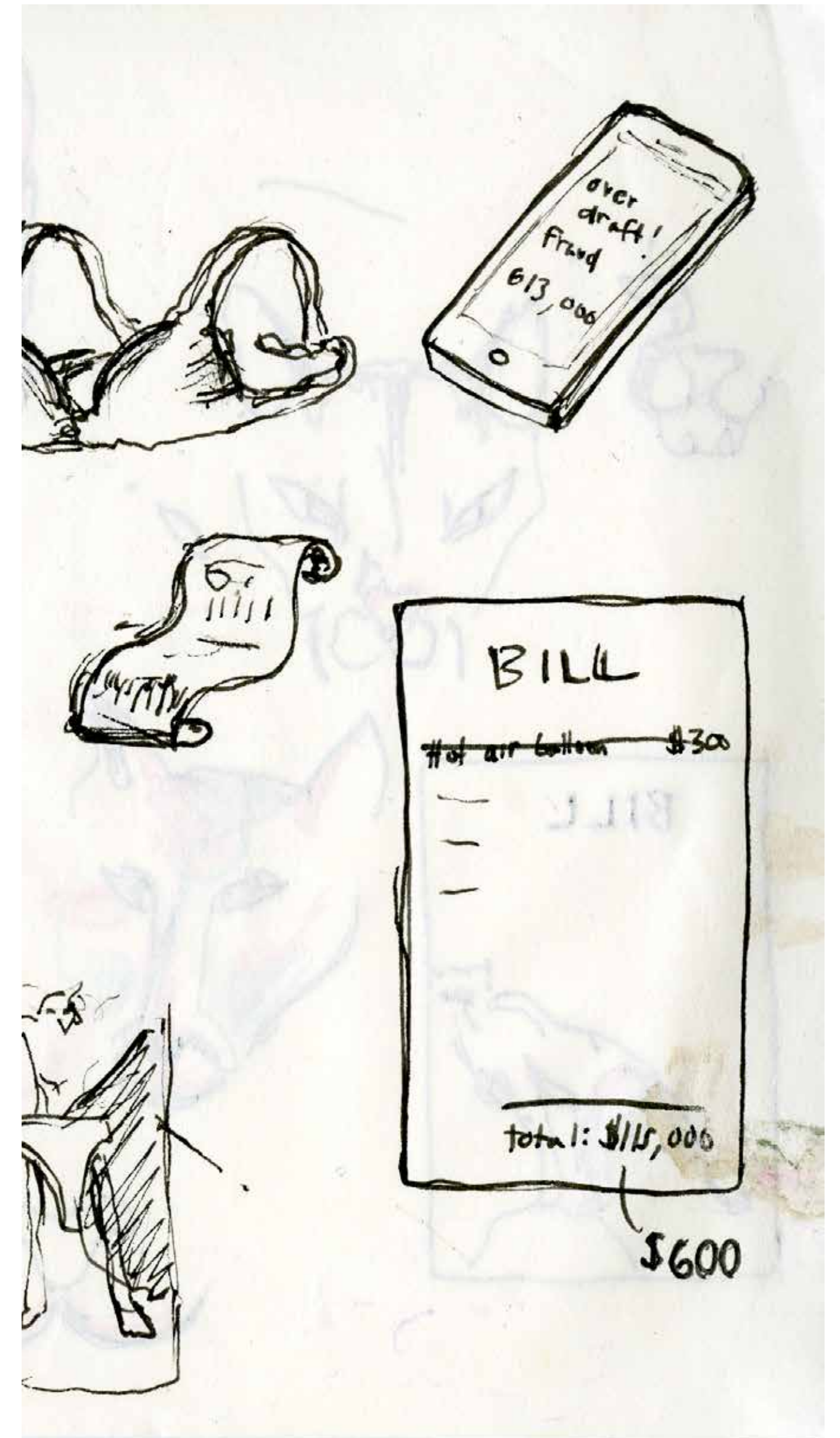
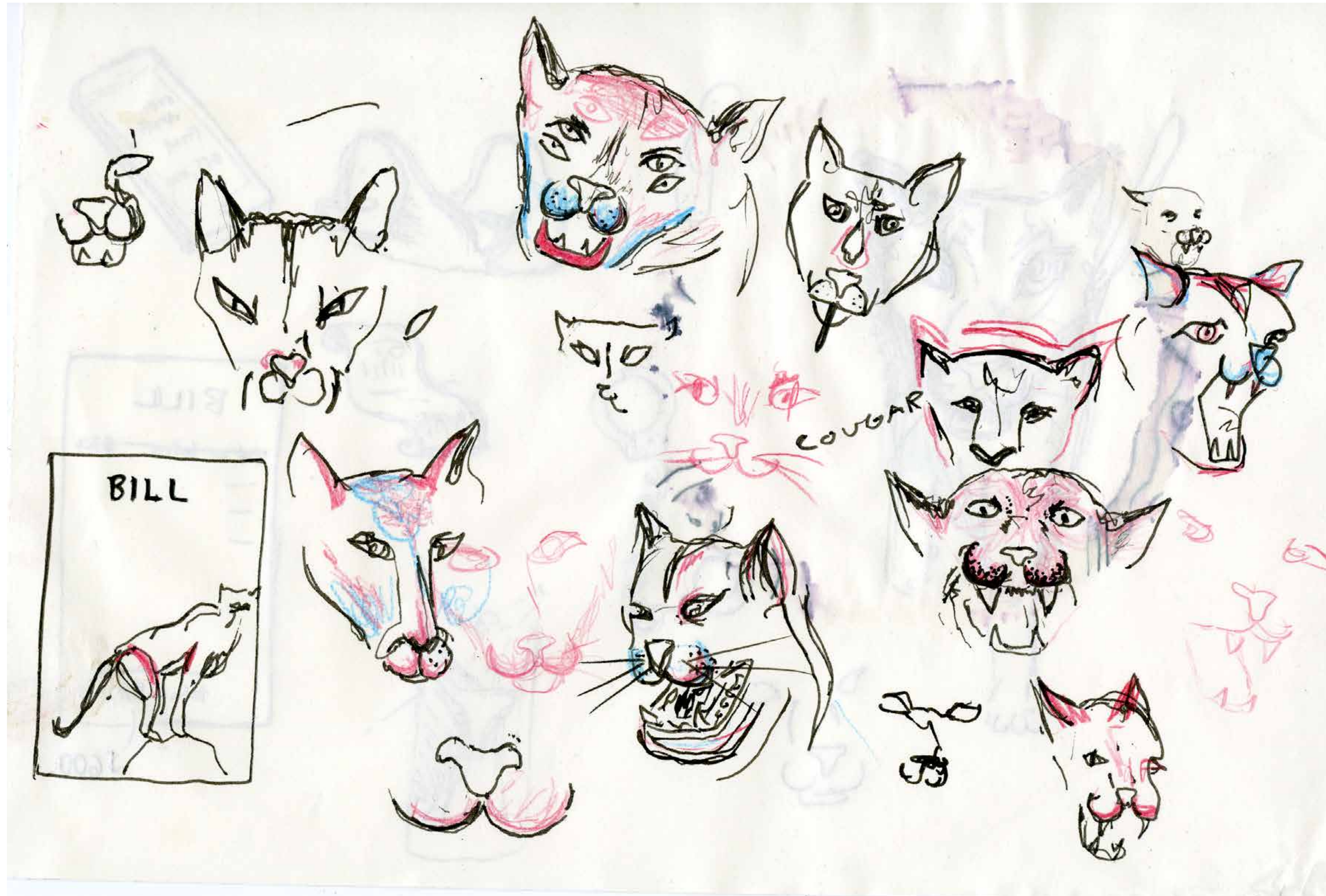
Making this into a campaign.

concept: you know you've gone too far.



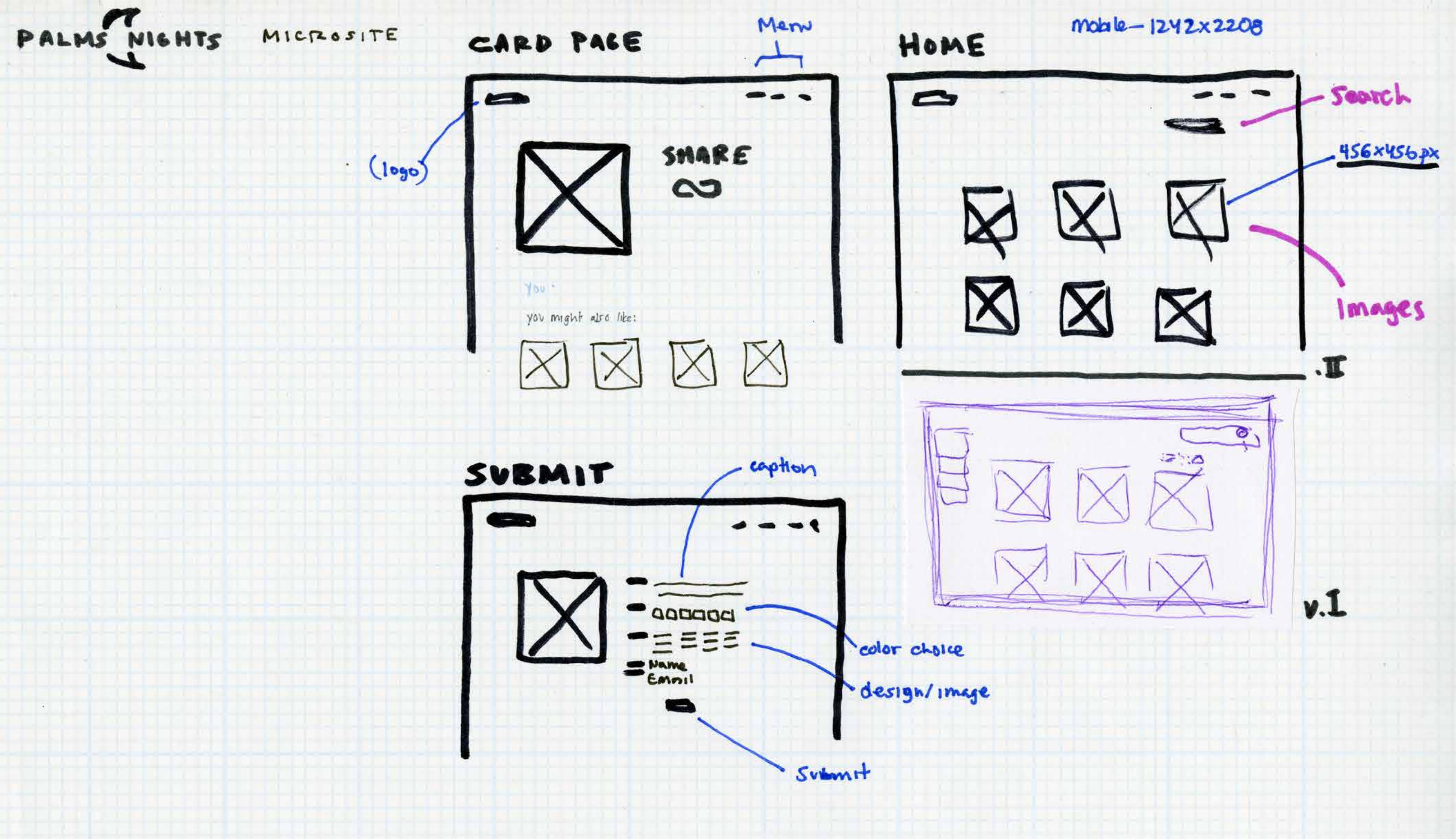


# IDEATION





# MICROSITE IDEATION





LOGO PROCESS

**PALMS** ◐ NIGHTS

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**PALMS** ◐ **NIGHTS**

**PALMS** ◐ NIGHTS

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