

PRESS RELEASE

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Dinner Jackpot in Holland Casino restaurants

In August Holland Casino offers a new game to the guest of the restaurants: the Dinner Jackpot. Guests receive a unique number with which they can participate in a draw. Two times per evening a winner is selected by spinning a wheel. The Jackpot prize is a free dinner for the whole table.

Holland Casino asked Quince to develop the game as well as various means for instore promotion. Among those a 'theme wall', ceiling hangers, stickers, menu cards with an explanation of the game and branding of the pillars on which the game is promoted and played.

The Dinner Jackpot is the second part of a campaign aimed at both existing and new visitors of Holland Casino. Aim of the campaign is to create awareness and generate extra traffic to the restaurants. The first part started in July, with several instore means promoting the chef of each restaurants. This allowed the guests to realize each restaurant is special, while the quality is guaranteed by the chef.

The Dinner Jackpot campaign launched on August 1 in 13 Holland Casino locations. The last Jackpot dinner can be won on August 31.

Quince is a communication agency with expertise in the field of digital media, online marketing and action marketing within the retail and b-to-b market. At the strategic level concepts and campaigns are developed and in-house implemented by one of the four disciplines that constitute the agency. The four disciplines are print media, digital media, marcom software development and events.

For additional information please contact Quince.

Contact : Ben Steenstra
Phone : +31(0)20 34 71 000
E-mail : ben@quince.nl
Website : <http://www.quince.nl>