

PRESS RELEASE

Date : February 3, 2010
Sender : Quince

Festivities continue at Holland Casino

During the holiday season Holland Casino has many surprises in store for the guests. A Mystery Jackpot on the slot machines with the total prize money amounting to more than 800,000 euro's, and additional cash prizes of 200 euros on each machine. Share The Bubbles, a promotion for Piper-Heidsieck, the new house champagne of Holland Casino. Christmas Dinner, a cozy dinner on both Christmas days, and Sylvester Night for celebrating the arrival of the New Year in style.

For these campaigns Quince developed a comprehensive concept for communicating the various promotional activities. This was reflected in all the store means, including flyers, ceiling pendants and narrowcasting.

With the arrival of the New Year the festivities have not ended. On Valentine's Day lovers can enjoy a romantic dinner in the restaurants of Holland Casino. Romantic live entertainment will be provided for. Like a singer serenading guests with their personal favorites, and a specialized Love DJ. The entertainment on offer will vary per location.

From February 15 until 23 Holland Casino offers the opportunity to celebrate Chinese New Year in fitting Chinese surroundings, including performances by famous Chinese artists, a traditional Lion Dance, authentic Chinese snacks and a Mah Jong tournament with a chance of winning attractive cash prizes.

Starting February 1st Holland Casino observes a new dress code, which was first introduced in December: stylish and neat. For these campaigns Quince has developed the communication materials, like menu's, advertisements, flyers, posters and narrowcasting.





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>