

Client: MGM MIRAGE Online
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Title: MGM MIRAGE Online Case Study

Client background

MGM MIRAGE Online <http://www.mgmmirageonline.co.uk> is a subsidiary of MGM MIRAGE, the entertainment, hotel and gaming company headquartered in Las Vegas, Nevada. Operating for over 30 years the Company owns and / or operates through 15 casino properties in two continents with over 35000 employees, \$10bn in assets and annual revenues of over \$4bn.

Established in August 2001, MGM MIRAGE Online was created to undertake the development, deployment and operation of a responsible and secure “for cash” interactive gaming site, PLAYMGMMIRAGE.com. MGM MIRAGE Online is licensed in the Isle of Man.

MGM MIRAGE Online is committed to providing its customers with responsible gaming through a series of operational policies and regulatory requirements put in place to ensure that safe, entertaining aspects of our site are upheld.

For more information on MGM MIRAGE Online visit the website at <http://www.mgmmirageonline.co.uk> or visit the online casino at <http://www.playmgmmirage.com>.

The Challenge

MGM Mirage Online, based in the Isle of Man, wanted to target their campaign to those over 21s who enjoy the gaming industry, and wish to take this desire to a new medium online, within a safe and secure environment.

MGM Mirage Online wanted to undertake public relations, to raise the profile of the brand, and its interactive gaming sister website PLAYMGMMIRAGE.com <http://www.playmgmmirageonline.com> with its key B2B media. Consultancy commenced at the end of January 2003 and ran period of six-months on a soft approach basis.

Targets

Elemental PR was retained to communicate MGM MIRAGE Online and PLAYMGMMIRAGE.com to predominantly B2B audiences with a focus on digital advertising and marketing media.

Elemental PR used off and online media to communicate and interact with MGM MIRAGE Online's key media, initially including, e-zines, online publications and print media (monthly magazines and weeklies). Key publications that MGM MIRAGE Online wanted to connect with and build long-term relationships with were New Media Age (NMA) and Revolution.

The PR consultancy selected appropriate conferences, events and seminars that are applicable to MGM MIRAGE Online, so that we may communicate the brand and key messages to peers, contemporaries and potential relationship partners.

Results

Elemental PR extended the range of relevant media for MGM MIRAGE Online from two publications (New Media Age and Revolution) to over nine publications¹, achieving 18¹ separate pieces of significant and documented off and online coverage.

Two days after meeting Oscar Nieboer, Vice President Marketing, MGM MIRAGE Online, Elemental PR secured a front page leader with an accompanying five-page focused MGM MIRAGE feature in Revolution Magazine.

Conclusion

After initial introductions to key marketing media, Elemental PR established strong relationships which enabled MGM MIRAGE Online to manage its B2B public relations more effectively.

Press releases put MGM MIRAGE Online's key spokespeople on the media radar, resulting in the creation of in-bound media enquiries, seeking specialist commentary.

In a matter of as few months MGM MIRAGE Online was able to begin to communicate its key messages defining the media that it wished to be featured within whether it was feature, press release or commentary driven.

¹ This figure is higher, but not known because MGM MIRAGE Online did not employ a press cuttings service.

Testimonial

James Hilton, Director of Marketing, MGM MIRAGE Online, and PLAYMGMMIRAGE.com

Elemental PR's management of the MGM MIRAGE Online and PLAYMGMMIRAGE.com brands is creative, proactive and is above reproach.

Their energetic and flexible strategy has enabled us to achieve focused high quality off and online coverage. Elemental PR has adhered to the brand and goals, in an efficient and intelligent manner.

To date, they have fulfilled our objectives using a refreshing professional approach, building solid relationships with the media across a range of titles.

About Elemental PR:

<http://www.elementalpr.co.uk>

Elemental PR, the integrated communications and public relations consultancy, was founded in April 2001. The energetic PR consultancy delivers integrated multi-channel public relations and strategic marketing development services for predominantly SMEs, whilst consulting for traditional (advertising and marketing) and digital agencies and consultancies.

Elemental PR is also retained by corporate organisations to consult upon communications, direct and digital PR (also known as Internet PR and online PR), e-business and elements of digital marketing.

Elemental PR operates upon the premise of the Internet, which it believes is to inform, educate, enlighten and share. Elemental PR strives to adhere to building blocks of these principles, blending them into very core of its communications and the measurable activity that it delivers. Integrating communications is the pivotal to the way Elemental PR conducts itself.

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