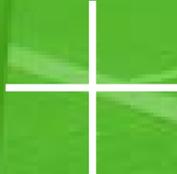




JCARCAMO
— & ASSOCIATES —



OUR PROFILE





OFFICIAL INTRODUCTION



J Carcamo & Associates, a full-service marketing consulting firm, is a collection of experienced marketing and branding professionals serving in a variety of vertical industries. We provide consulting and complete project management, with both strategic and tactical services to this diverse client base.

Our team consists of experienced professionals who possess executive-level operational experience from some of the world's top gaming companies, along with extensive consulting experience as the practice leaders of key firms supporting the gaming industry for over 30 years.

Our philosophy guides our actions.

- We are partners not vendors.
- Mistakes happen. How you handle them is what counts.
- Under-promise and over-deliver.
- Presentation is everything.
- Sweat the details.
- Marketing is responsible for revenue.

- We teach to inspire. We teach to share. We teach to grow ourselves, our co-workers and our partners.

These are the lessons learned in a career working with some truly inspiring people. They started as lessons, became mantra, and are at the heart of everything we do for ourselves and for our partners.



OUR PEOPLE



JULIA CARCAMO
PRESIDENT

Born and raised in New Orleans, Julia began her career in what was the newly burgeoning Gulf South gaming market.

Julia subsequently moved to Harrah's and by 2002 had risen to serve as Director of Brand Marketing. At Harrah's, Julia helped develop the brand architecture for the three core Harrah's brands, including Harrah's overall corporate brand positioning as well as the refinement of the industry's paragon loyalty program...Total Rewards®.

What could she do for an encore? Always up for a challenge, Julia answered a call from Steve Wynn. Known the world over as the builder of the finest resorts and casinos, his indelible influence on Julia is unmistakable. Above everything else, he taught Julia to think, and act, like the guest, to truly see things from a guest's perspective. This applied to his impeccable attention to the smallest detail, has been the one learning experience that has made Julia an invaluable asset to any organization. Julia was at the helm for the launch of Wynn Las Vegas, a defining moment for the industry and for her personally.

She then applied all her learning to regional gaming where she directed the development of the Isle of Capri house of brands, introducing new brands and successfully connecting with new and inactive customers, and the reintroduction of the iconic Lady Luck Casino brand.

Julia is a sought-after contributor to a variety of business publications, writing and blogging about casino and small business marketing strategy.





JAMES "SKEET" HANKS

CREATIVE DIRECTOR

Skeet Hanks has had a 20 year career in advertising, creative design, art direction, and management. In addition to creating award-winning campaigns for brands, including Popeye's Fried Chicken, French Market Corporation, Harrah's Casinos and Serrano's Salsa Company, he has been a direct consultant on the marketing plans for many of those same brands. He has won over 30 ADDY awards for his work, including two best of Print acknowledgements.

An accomplished musician, he has written advertising scores and theme songs for companies, including Boudreaux's Jewelers, Keep Louisiana Beautiful and many others. He has an unparalleled understanding of the interaction between the creative and account management sides of effective companies, having owned and operated two highly successful boutique agencies as well as working with large advertising agencies.

For clients - both local and national- he has created cohesive brands that have helped them achieve tremendous growth and market share.

Fun fact: He's a former spots mascot trainer. He worked to train stunt artists for college and professional teams including the New Orleans Saints, where he introduces and performed as fan favorite Gumbo.





MICHAEL MECZKA
MMRC, PRESIDENT



MMRC's partnership with J Carcamo & Associates spans over a thousand hours of research and insight into the mind of gamers.

Known for its consulting services throughout the gaming industry, MMRC is led by President Michael A. Meczka's depth of experience and understanding in the gaming industry — the result of working extensively with a variety of perspectives specific to the arena, including those of patrons, governments, regulators, operators and suppliers. Michael is the recipient of the 2013 Lifetime Achievement Award in casino marketing.

During the company's 35+ years as consultants to the gaming industry, over 1 million individual quantitative interviews and in excess of 2,500 qualitative focus group sessions have been completed. These studies have been conducted with patrons of gaming facilities located in virtually every North American gaming market, traditional and recently developed, as well as international markets.

The scope of MMRC's gaming-related projects covers all aspects of the total gaming experience.



OUR APPROACH





INNOVATION AND PROVEN PROCESSES

What most marketing leaders are looking for isn't information. It's innovation. Our subject matter experts start by looking at what keeps them up at night.

Whether it's an overarching strategy or a market specific challenge, we work hand-in-hand with clients, agency experts and strategic partners to develop winning strategies. We think like entrepreneurs to develop methodologies to help clients achieve their strategic business issues.



DEVELOPMENT PATHWAY

THE SEVEN STAGES OF ENTERPRISE LEVEL BRAND DEVELOPMENT

AGENCY
DOWNLOAD



INITIAL
MEETINGS

DISCOVERY



CONVERGENCE
COMMUNICATIONS
AUDIT
RESEARCH

CONCEPT
DEVELOPMENT



NAMING
LOGO
DEVELOPMENT
TESTING

REFINEMENT



INITIAL
PRESENTATION
REVISED CREATIVE
FINAL
PRESENTATION
CORPORATE
IDENTITY
SIGNAGE
STANDARDS

CHANNEL
STRATEGY



WEBSITE
SOCIAL
TRADES
SIGNAGE
APPLIED
VIDEO
ASSETS

DEPLOY



LAUNCH

REFINE



ONGOING
CONSULTATION

THE ANATOMY OF A BRAND



SURFACE
BRAND

NAME
LOGO
BRAND IDENTITY
PACKAGING
SOCIAL PRESENCE

ICONIC
CAPITAL

EXPERIENTIAL
BRAND

STRATEGIC PLAN
RESEARCH
BRAND VALUES
MANAGEMENT STRUCTURE
CULTURE (OUTBOUND)
INVESTOR RELATIONS
MARKETING STRATEGY
SALES STRATEGY

FINANCIAL
CAPITAL

ENGAGEMENT
NPS
CUSTOMER RELATIONS
LOYALTY CLUBS
KNOWLEDGE MANAGEMENT
DATABASE / CRM

EMOTIONAL
CAPITAL

HUMAN RESOURCE
CULTURE (INWARD)
STAFF MOTIVATION
RECRUITMENT PROGRAMS
BOH ENVIRONMENTS

HUMAN
CAPITAL

BRAND
EQUITY



JCABC

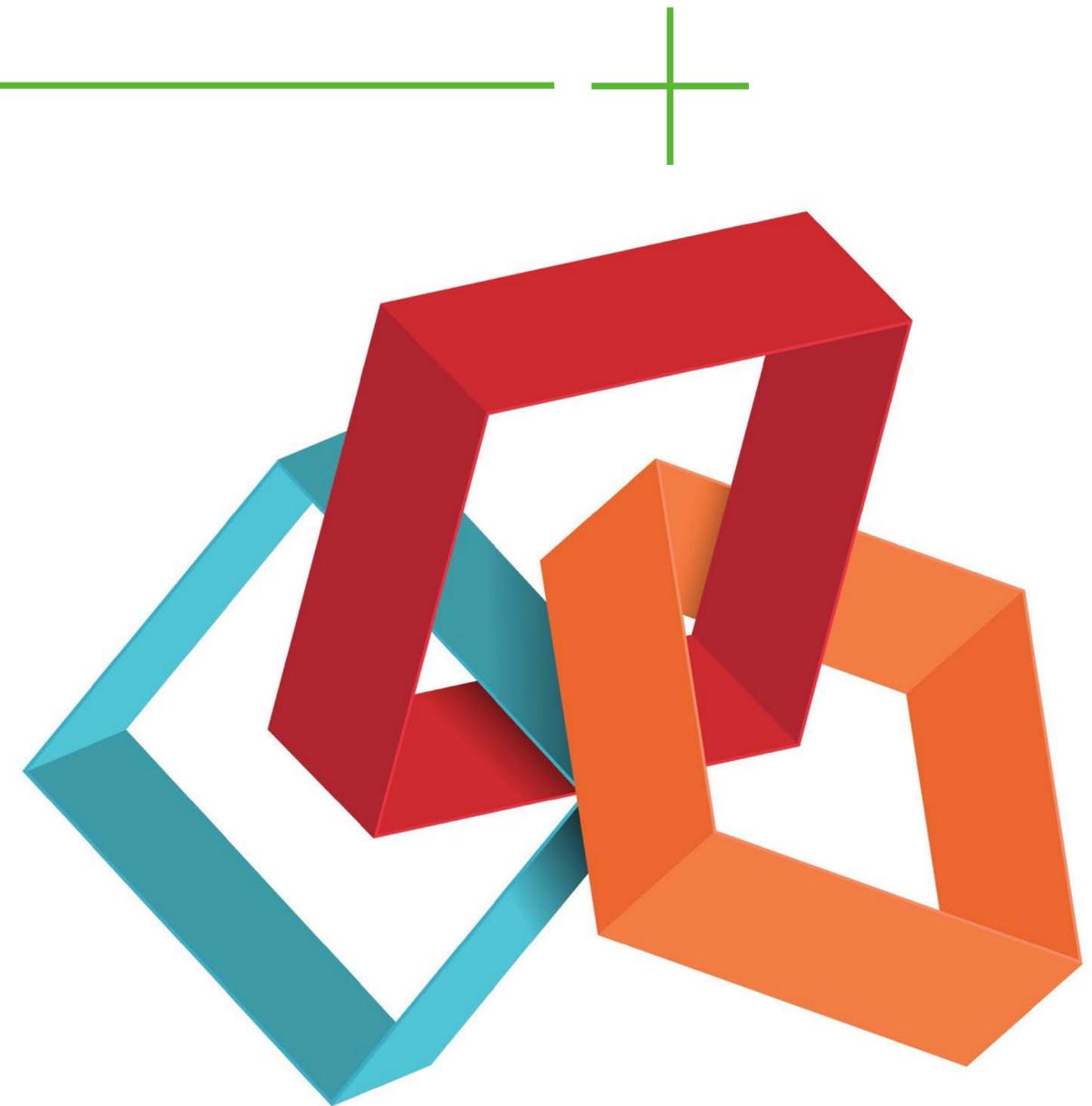
ACHIEVING BRAND CONVERGENCE

More than ACTION... it's a CONEXION™

Simply put, JCABC™ is a proprietary methodology that carefully helps clients construct their brand platform from the inside out. At the core of JCABC is a sweet spot called Conexion. During this critical point in the process, our teams help identify the 4 brand persona cornerstones: Equities, Vision, Competition, and Consumer Needs. The careful construct of these four cornerstones ensure a brand that will endure the test of time.

For new brands, built from the ground up, it's an irreplaceable foundation for the future. For mature brands that need revitalization, its a forensic evaluation to realign and define an evolved reality. And for brands that have lost their way, it's a compass, to help them find true north.

JCABC is a process. And can happen as fast or slow as it needs to depending upon client participation at various stages along the path. But in the end, know that your company will be able to proceed with the confidence that it has methodically invested its time, energy, and resources in the most critical phase of any business enterprise.





MEDIA

What most marketing leaders are looking for isn't information. It's innovation. Our subject matter experts start by looking at what keeps them up at night.

Whether it's an overarching strategy or a market specific challenge, we work hand-in-hand with clients, agency experts and strategic partners to develop winning strategies. We think like entrepreneurs to develop methodologies to help clients achieve their strategic business issues.



MEDIA CAPABILITIES



Quality Assurance / Accountability

We watch each project from start to finish. We provide detailed reporting showing when your media is running, where it's running, the cost-per-point (CPP), along with the reach and frequency of your commercials.

Your media buy will be automatically monitored and verified prior to invoicing. Stations will be held accountable to ensure promised delivery.

We request weekly spot times on broadcast buys, so we can monitor spot placements, both vertical and horizontal, and work with the stations to make adjustments along the way. By watching the schedules as they are airing, we can ensure that the rating points are delivered as ordered.

On a digital campaign, we optimize on a daily/weekly basis to make sure that we are present on the right sites, with the best possible placement.

Broadcast

We have bought broadcast schedules across the country in over 100 markets. We have purchased TV, radio (both terrestrial and digital) and cable. Our broadcast capabilities are local, regional and national in scope.



MEDIA CAPABILITIES

Out-of-home

We have purchased out-of-home in over 96 markets. With out-of-home it is important to either physically drive by the structure or review with a virtual tour. All aspects of boards need to be analyzed including, right or left read, visibility, distance and traffic patterns.

Digital & Search

We offer extensive capabilities for digital and search advertising. We have implemented campaigns with Display Ads, Video Ads, SEO, SEM and Social Ads. These campaigns can targeted be based on contextual, behavioral, demographic, geographic, keywords, and/or look-a-like customers,

Our reporting to our clients on online and search is presented in a customized report that best meets the client's requirements for all the items they want data on. It can be pull weekly, bi-weekly or monthly however the client needs it.

Social

We manage a variety of organic postings for social media platforms including: Facebook, Twitter, Instagram, Pinterest and Houzz. We offer content creation, scheduling and analytics.



MEDIA CHANNEL DELIVERY

Who are your best customers?

Where do we find more of them?

What makes them tick?

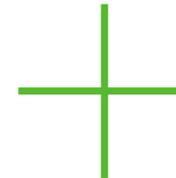
What is their demographic/social/economic profile?

How do we build highly targeted and efficient media plan?

How do we measure the media to optimize it and make it more accountable?



MEDIA SERVICES



Our “deepest dive” approach for any client is to evaluate current and potential customer groups by each market. Casinos can have various market successes, strengths, weaknesses and growth opportunities.

JCA starts with a segmentation approach in which we run data subsets from database files against each region’s population.

We then match highest-growth, highest-responsive audiences against media usage profiles for planning.

Finally, all media plans include ongoing testing, measurement and optimization — driving hard ROI improvements over time.

MEDIA SERVICES	MEDIA BUYING	MEDIA ANALYTICS
<ul style="list-style-type: none">• Quantcast digital ratings• Scarborough Research• Nielsen ratings• Arbitron ratings• SQAD• Rentrak• comscore	<ul style="list-style-type: none">• STRATA• Negotiations & RFP evaluation• Media flowcharts and forecasts• Traffic• Proof of performance• Accounting, compliance	<ul style="list-style-type: none">• Weekly/monthly reports• Consumer insights• Competitor insights• Optimization recommendations• Kantar Media Analytic• Quarterly Business Reviews



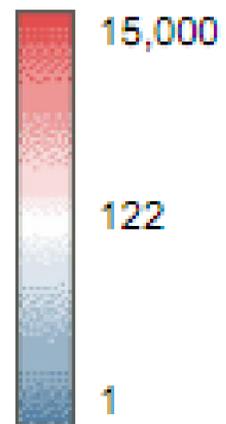
SAMPLE MAPPING LOCALIZED GEOTARGETING

Sample matching of highest growth profiles to geographies for localized targeting.

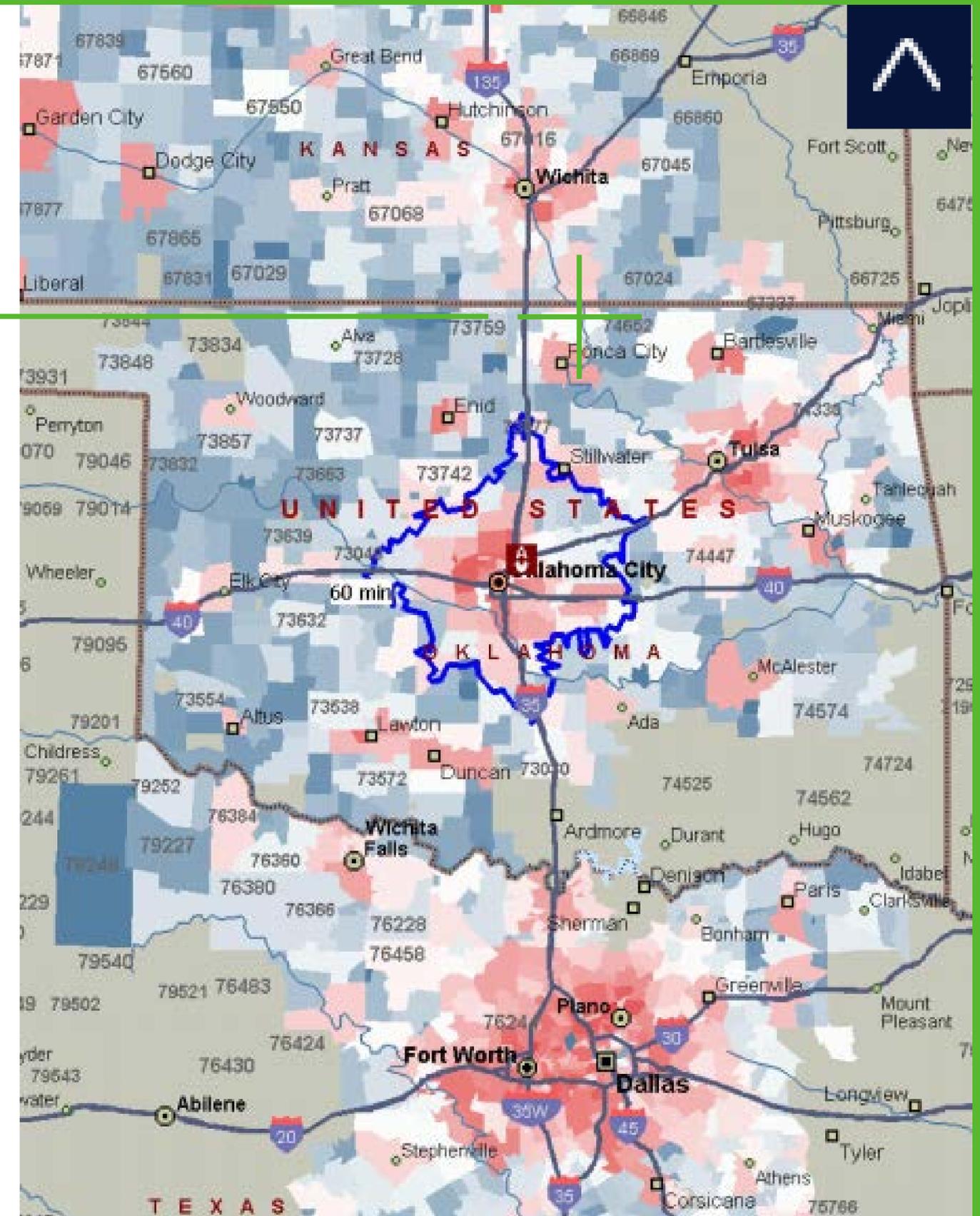
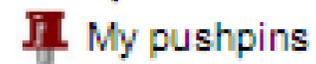
We also evaluate highest growth target demos by geographic concentration.

This guides improvements in media planning for out of home (billboards), direct mail, print, digital media or zoned cable TV.

A+B COUNT by ZIP Code



Pushpins





SAMPLE MAPPING REVENUE

Drive Time Key



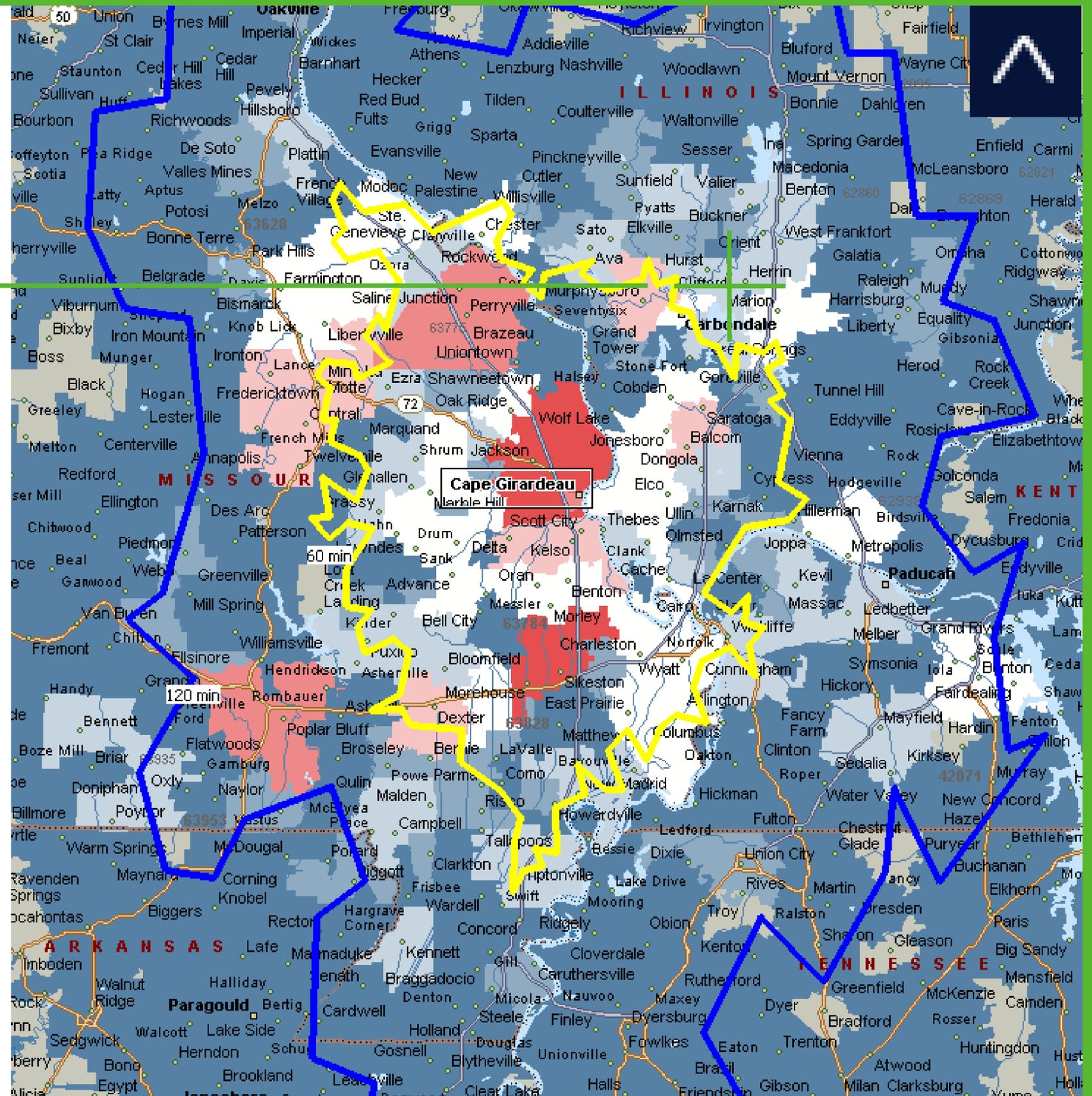
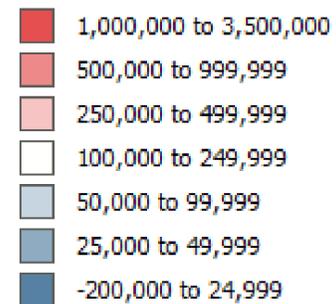
60 Minute Drive Time



120 Minute Drive Time



Actual by ZIP Code





SOCIAL

Remember when it was just fun to have a Facebook page or Twitter account?

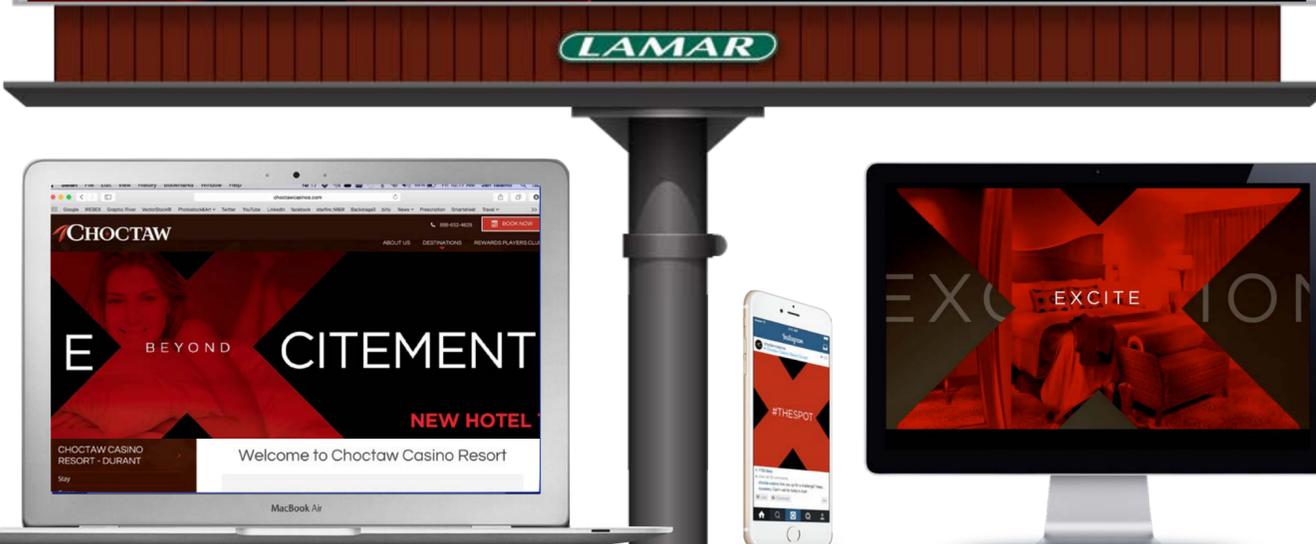
Today, social media marketing is required regardless of the size of your business, regardless of whether you are B2C or B2B. But where do you start? And, if you have already set up five or six accounts, what do you do next? How do you turn these channels from broadcast to tools?

We help you analyze what you're currently doing, how it fits with your current audience. Then we help you take your existing strengths and turn them into fuel to energize your social media efforts.



OUR CREATIVE

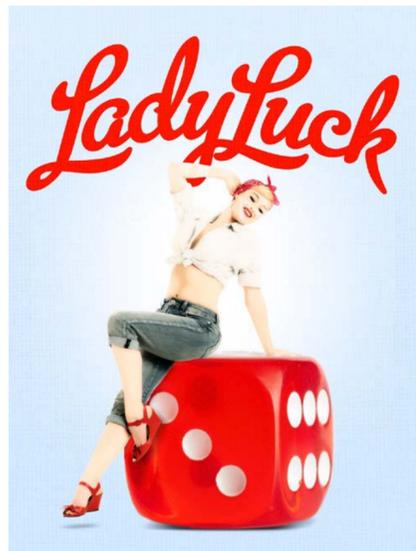
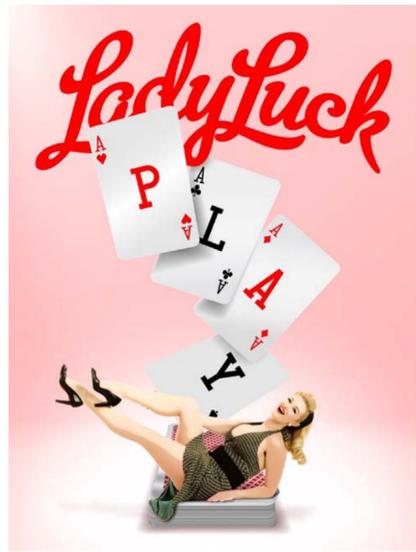




CHOCTAW CASINO RESORT

BRAND CAMPAIGN

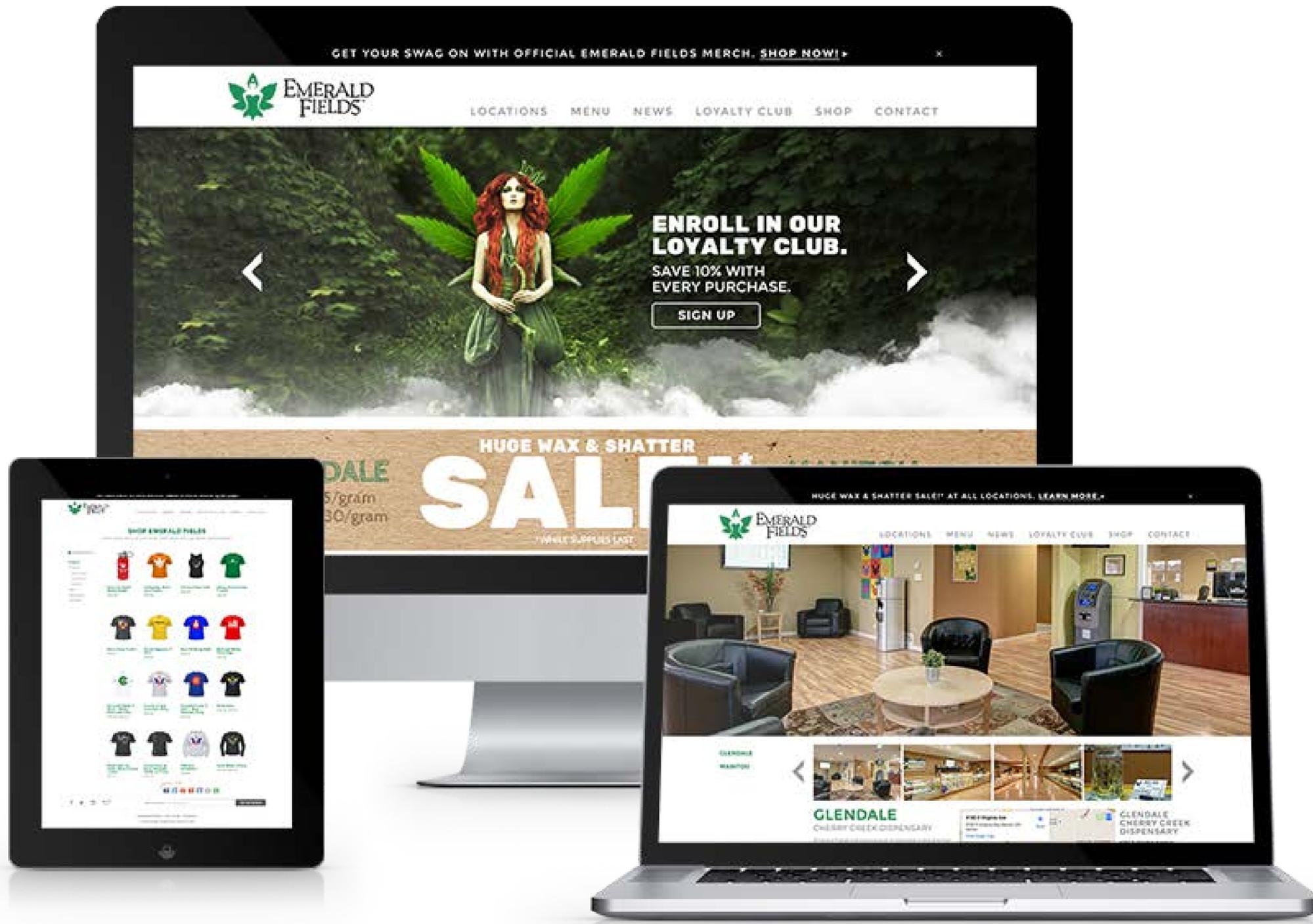
Our team did the rebrand and launch of Choctaw Rewards enterprise wide. Our bold and engaging X campaign launched in Dallas and let everyone know there was no other choice than to visit Choctaw.



ISLE OF CAPRI CASINOS, INC.

LADY LUCK BRAND

After the U.S. relaunch of the iconic Lady Luck brand, we convinced senior leadership that this has the potential to be a global brand and should lead their play for fun online offering. The resulting photoshoot, design exploratory and style guide was the result of this effort. We also paired up IOCC with global merchandise and distribution companies to take Lady Luck global.



EMERALD FIELDS

WEBSITE DESIGN

Digital is the oxygen of any brand, but when you're in an industry that is limited to a very small set of marketing channels, your website is critical. After developing the Emerald Fields brand, we created an online world that would be welcoming, informative and engaging.

FREE GAMES!

\$25,000 SUPER SLOT SHOWDOWN

AUGUST 15-25

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas viverra mauris ac nibh fermentum tristique. Nullam ut eros tempor, feugiat quam eu, tincidunt ante. Vivamus ornare congue sollicitudin. In eu turpis cursus risus molestie gravida dapibus in sapien. Pellentesque tincidunt dolor eu eros aliquet accumsan ut sed lectus. Etiam mauris dui, dignissim vitae sagittis eget, pharetra eget metus. Nullam sollicitudin posuere nunc nec pellentesque.

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SCRATCH & WIN!

WIN \$5,000 MONDAYS IN JULY

\$X,XXX is up for grabs every Monday with our Prize Rush Scratch Card giveaway. See Fan Club for more information.

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LIFE'S A TRIP

DISCOVER YOUR HAPPY



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HAPPY HOTSEATS



WIN UP TO \$5,000

Vivamus a cursus elit. Curabitur venenatis, eros at convallis laoreet, nisi dolor feugiat sem, vel gravida erat felis ut diam. Morbi euismod quam nunc, interdum accumsan massa accumsan ac.

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WHIRLING WINNINGS

GRAB UP TO \$3,000 CASH

SUNDAY, JULY 13
6:00PM, 7:00PM & 8:00PM

Winners will have 30 seconds to grab as much cash as they can. Grab the \$2 bill and double your cash. Receive one free entry on promotion day, earn more entries based on play.

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PLAY MORE. BE HAPPY.



WIN THIS BMW 228i

SATURDAY, JUNE 28

9:00am - Noon: Fan Club® members will receive three free entries.
3:00pm - 8:45pm: Fan Club members will receive one entry for every 100 tier points earned while playing on slot machines.
5:00pm - 8:00pm: Drawings for five hourly winners of \$250 in FanPlay®.
9:00pm: BMW 228i

CONNECT WITH US  

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ISLE OF CAPRI CASINOS, INC.

CASINO PROMOTIONS

The reality of casino marketing is that you need to create reason after reason for customers to return and make plans to return yet again. From cash and car giveaways to the tried and true hot seat promotions, we are constantly finding new ways to tell a familiar story in a way that makes people pay attention.



ISLE OF CAPRI CASINOS, INC.

PLAY MORE. BE HAPPY.

Yankelovich data showed the American public was looking for a reason to enjoy life after surviving the great recession of 2008.

The result: a defining campaign for Isle of Capri Casinos. Fully integrated. Omni channel. Ground breaking for a small riverboat casino company.





BOOK A VIP EXPERIENCE / JOIN US / RUNNING SMART / ORDER YOUR ART PRINT / CELEBRATING 2 YEARS RUNNING & TROUPE COUSINS // 15-17 JANUARY 2016

SPICE IT UP WITH A V.I.P. PACKAGE
CELEBRATE A RACE WELL-DONE

Spice Up Your Weekend

BOOK A DAYOU, CYRESSOR OR COURTESY VIP PACKAGE

Louisianians love a little something extra. It's what we call "agni-agape". Purchase one of our two elite VIP packages for Marathon Race Day (Sunday, January 17th) and you too can experience a little agni-agape. Choose from the Dayou Package, or bring a friend or loved one along and purchase the Couples Package, and you'll be comfortably placed in the middle of the action and you'll even get a post-race massage.

[See more about it here](#)

RENDZVOUS DE JA VU AWARD
FOR COMPETING BOTH DAYS

Run Saturday. Run Sunday.

ENJOY YOUR DEJA VU AWARD EVERYDAY.

Are you up to the challenge? Do you enjoy a seafood meal before your big race? If so, then sign up for the DeJa Vu Award. The DeJa Vu Award is a seafood meal — also a crawfish meal — common in many restaurants and home seafood boils. This one in particular is designed by The Louisiana Marathon, and is ideal for serving up great Louisiana seafood — especially, boiled crawfish, crabs, and shrimp. You know what we say: "We run for food!"

[#GeauxRunLA](#)
[Learn more](#)

RUN SMART
WITH
MOREAU PHYSICAL THERAPY

Start Planning Your Marathon Weekend
TIME TO DO SOME STRETCHING

Dr. Healey Hill of Moreau Physical Therapy continues his series on running smart. In the last post, he explained the mechanics of footstrike and the dangers of over-striding. He also shared tips for hip flexor stretching, which the majority of runners need to perform.

Tight hip flexors can inhibit the glutes, but stronger glutes can help loosen the hip flexors. They go hand in hand and are equally important. Today, he shares a progression of exercises for each muscle group you need to work, starting an easy exercise before moving to a more difficult one.

[See all of Dr. Hill's exercises](#)

Louisiana Marathon

DIGITAL MARKETING AND PUBLIC RELATIONS

Named one of the five fastest-growing races in the United States also means stepping up your marketing game. We couldn't have been happier to partner with the Louisiana Marathon to assist them in their marketing efforts for the 2016 running festival. JCA was tasked with creating a content calendar for the marathon's GeauxRunLA blog as well as development and management of the event's email efforts, and ultimately the race guide documenting the information needed to not only satisfy runner needs but those of the marathon's valued sponsors. Combined with leading media efforts, JCA played a roll in the marathon reaching sellout status for two of its five races in the days prior to the events.





ISLE OF CAPRI CASINOS, INC.

MENU DESIGN

Menus are a delicate balance of art and science. What does a diner understand about your restaurant when they are handed a menu? That is the art. How do you push higher margin dishes and add-ons? Science. We understand this like no other traditional ad agency.





by *harvesttrends*™



PowerHost CRM by Harvest Trends

BRAND LAUNCH

JCA developed everything that Harvest Trends needed to launch the company's latest customer relationship management tool — PowerHost CRM. Using the tool as inspiration, JCA gave it a personality that eventually led to the name "PowerHost CRM." From branding, sales materials for the Harvest Trends team, and communications materials intended specifically for casino player development personnel, JCA had all aspects covered. The successful branding and marketing of PowerHost CRM led to an overhaul of the Harvest Trends website; and review and recommendations for the company's online channels such as their blog and social media.

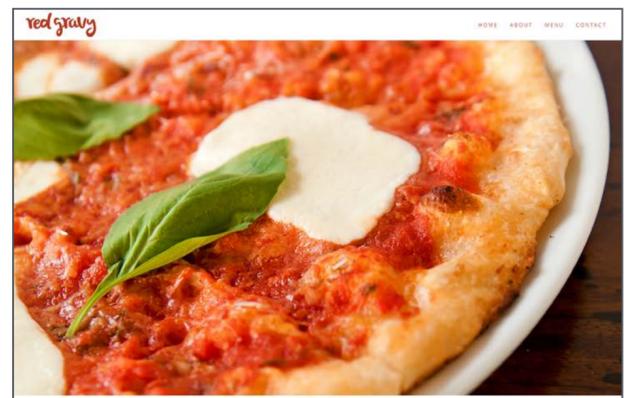


PRIMARY LOGO



RED GRAVY ITALIAN KITCHEN

ICONS, ALTERNATE LOGOS AND TYPE



ABOUT

Red Gravy is an intimate Italian restaurant located on Tejon Street in Colorado Springs, Colorado. It is here that Chef Eric Brenner distills his knowledge into a variety of tomato sauces along with complementary dishes that highlight the sensibility and tradition of regional Italian cuisine. Our recipes have been gathered and developed during Sunday gatherings with family, as well as the chefs and restaurateurs that Eric has had the honor of crafting his skills during his culinary journey. So pull up a chair, relax and enjoy your time at our table. Red Gravy offers wines by the glass or bottle, local craft beer, and hand crafted cocktails. Everything is made from scratch every day from local and seasonal ingredients.

MENUS



RED GRAVY

BRAND DESIGN

Opening a new restaurant in any market is hard. Opening one in a crowded marketplace takes good food and service AND great branding. The requirements were to develop a brand that held true to the chef's traditional Italian culinary roots but showed he wasn't afraid to reinvent and serve a dish that was slightly unexpected.



JOSEPHINE  GRACE



Josephine Grace Puppy Couture

BRAND LAUNCH

The launch of a new business is never easy. Choosing the right partner to join your journey is an important step and the owners of Josephine Grace selected the JCA team to join them, we were happy as a dog wagging it's tail. The result was an engaging brand identity system and a strong digital pawprint.





I say
TOMATO
YOU SAY
TOMAHHTO

A FRESH WAY
TO BUFFET.

different. unique.

EST. 2012 **NOW OPEN**

EXCLUSIVELY AT
isle of capri CASINO HOTEL
Ch-Ching!
BOONVILLE

100 ISLE OF CAPRI BLVD.
BOONVILLE, MO 65233
1-800-THE-ISLE
WWW.ISLEOFCAPRICASINOS.COM



ISLE OF CAPRI CASINOS, INC.
FARMER'S PICK
BUFFET

Isle of Capri was looking for a better way to improve its buffet offerings. This had to be more than a remodel and more than adding specialty menus. Farmer's Pick was a fresh approach to the casino buffet. Farm-to-table made perfect sense. The result was delicious and a cultural shift for the company's food and beverage approach. Less dependent on comps, and all about the food. Farmer's Pick is as at home in Iowa as it is in South Florida.

NOW OPEN

BREAKFAST \$7.99	LUNCH \$9.99
SUNDAY BRUNCH \$12.99	DINNER SUNDAY - THURSDAY \$14.99 FRIDAY & SATURDAY \$19.99

RECEIVE A FREE COFFEE MUG WITH BUFFET PURCHASE. VALID THROUGH FEBRUARY 29, 2012

CONNECT WITH US

1-800-THE-ISLE • WWW.ISLEOFCAPRICASINOS.COM

BUFFET THE FRESH WAY

January 5, 2012 Volume 2, Number 1

Special Anniversary Edition: Celebrating 10 Years in Boonville!

Employee Profile of Christina Thalhuber

Employee Surveys Coming Soon



\$14.99* DINNER BUFFET

SUNDAY - THURSDAY

LEFT AT 5TH STOPLIGHT





IT'S CHOW TIME!

COME GET YOUR FILL FOR LESS.

© 2014 Isle of Capri Casinos, Inc. Gambling a problem? There's help. And help. Call 1-800-BETS-OFF. www.isleofcapri.com

GAMBLING PROBLEM? CALL 1-800-GAMBLER

EAT CHOCOLATE. BE HAPPY.



A CELEBRATION OF CHOCOLATE

TAKE HOME A DELICIOUS
DESSERT
MADE FRESH DAILY ON-SITE

Baked from the heart by **Reep**

Enjoy mouthwatering desserts made fresh by our very talented pastry chefs. Now your favorite cakes, pies and cookies are available to go - perfect for a sweet snack or your next big party. Satisfy your sweet tooth and place your order today.

Simply YUMMY!
BAKING COMPANY



Allergy Warning: Our Simply Yummy products are created in a bakery that processes nuts, wheat and dairy. While we take measures to prevent the commingling of ingredients, there is a chance that our nut-free products could come into contact with nuts and/or their by-products. If you have questions or concerns, please do not hesitate to ask.

© 2014 Isle of Capri Casinos, Inc. Gambling a problem? There's help. And help. Call 1-800-BETS-OFF. www.isleofcapri.com

Roundin' UP THE Beef



Sizzlin' steak specials

Lorem Ipsum. Proin gravida nibh vel velit auctor aliquet. Aenean sollicitudin, lorem quis bibendum auctor, nisi elit consequat ipsum, nec sagittis sem nibh id elit. Duis sed odio sit amet nibh vulputate cursus a sit amet mauris. Morbi accumsan ipsum velit. Nam nec tellus a odio tincidunt auctor a ornare.

Come 'N' Get It!

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SEAFOOD TAKEOVER

OUT OF IT'S SHELL

SUMMER 2015



TEAM MEMBER GRILL-OFF

SEPTEMBER, FRIDAY 26

Are you master of the BBQ? Do you have what it takes to out-grill your fellow team members? Put your grill skills to the test as we fire things up at this fun family event.

GET YOU SOME!

© 2014 Isle of Capri Casinos, Inc. Gambling a problem? There's help. And help. Call 1-800-BETS-OFF. www.isleofcapri.com



ISLE OF CAPRI CASINOS, INC.

RESTAURANT PROMOTIONS

Restaurant promotions are the life blood of any casino food & beverage department. The trick is not to give it away but to create a craving for that truck full of ingredients and to create a destination for special occasions.



MISSISSIPPI GAMING & HOSPITALITY ASSOCIATION

SOCIAL ENGAGEMENT

The Mississippi Gaming and Hospitality Association (MGHA) is a non-profit organization made up of casino operators and vendors with a mission to protect and enhance the reputation and success of the gaming industry within the State of Mississippi. This mission is accomplished through education and the support and promotion of the tourism industry in general. One key channel missing in their strategy was social media. JCA assembled and lead a team to assist the organization in developing a presence to create an identity to an expanded audience, generate buzz about the organization's programs and build relationships with current and future members. After successfully establishing a social footprint, the organization looked to JCA to lead the marketing of the Association's commemoration of the 25th Anniversary of Gaming in Mississippi.



REFERENCES





CLIENT REFERENCES

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Daniel Bourgeois

Founder & CMO
Louisiana Marathon
(504) 669-1530
danny@thelouisianamarathon.com





THANK YOU

