

PROforma® Success Stories



Promotional Products

Hot Shot Campaign is Smokin'

"Sometimes you just know a product is going to communicate the correct message and tie in just right to the theme," said Steve Raucher, Partner of Proforma GPS in Las Vegas, NV. "The products are perfect, the budget is there, and it all falls into place." Bally® Tech's new Hot Shot promotion was one such campaign.

Raucher's long-time customer came to him with a challenging project—to help them promote their new "Hot Shot" slot machines. "These new machines are progressive, which means they link to the same model in casinos across the country allowing the jackpot to grow almost exponentially," he explained. "So, this campaign needed to have national reach. To promote this campaign, we used the Hot Shot slot machine's prominent flame theme to link all of the elements."

The Hot Shot campaign was two-tiered. The targeted audiences included casino decision-makers and consumers. The promotion had to convince the decision-makers to put the machines in their casinos and drive consumer traffic to the machines. To reach the decision-maker at the casino, Steve used a private label bottle of hot sauce packaged in a firecracker tube. Also included in the tube was collateral on the slot machines. A few days after the promotion was sent, Bally® Tech's sales representatives followed up with the recipients.

To drive the consumer market, the Hot Shot machines were introduced in several ways. Consumers were invited to casino nights where they tried out the new machines. Other promotions included the

Steve Raucher

Owner of Proforma GPS

Las Vegas, NV



creation of over 100,000 mini hot sauce bottles with the same custom-designed labels featured on the decision-maker's giveaway, 60,000 t-shirts and 100,000 custom boxes of red hot mints.

The Bally® Tech's Hot Shot machines received placement in the casinos and consumers flocked to the new machines. The campaign was an enormous success.



ONE SOURCE. INFINITE RESOURCES.™