



NetSpot Case Study

Campaign

Create cross-platform, rich media promotion for the Grand Garden Arena Janet Jackson added show. Create online banner / promotional collateral for partner / ad property sites.

Solution

Created small file size Flash file including music and trackable link.

Worked closely with the MGM's IT and Internet Marketing departments to determine file formats, by analysis of existing MGM.com user data. In the absence of platform / file format user data new fields in the IT controlled data base were added to allow better data intelligence for future queries.



Results

NetSpots movie was blasted to MGM and Bellagio user base in week # 1
 It was then customized and delivered to the registered users of Treasure Island, Mirage, Golden Nugget and NewYork NewYork. Banner campaign ran on Vegas.com and LasVegas.com
 Trackable \$\$ returns logged at 350% profit (after campaign cost) within 10 days !!!

Summary

By delivering Janet Jackson's image together with music for which we obtained clearances, the client's branded image and a compelling creative interface, users were quick to respond to the "book tickets - click here" embedded message.

For online demos please visit: <http://www.mccartney.com/netspots>

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