

Station Casinos owns and operates eight major entertainment complexes and five smaller casinos in the Las Vegas, Nevada metropolitan area. Station Casinos pioneered and developed the “locals” gaming market in Las Vegas and caters primarily to people who live and work in the area.

Challenge

Highly aggressive deadline to develop a complete website for new ad campaign

Station Casinos needed to create a new website to complement their “We Love Locals” TV ad campaign that would launch during Super Bowl XLV on local Las Vegas channels. Our partner Sixteenfifty invented the design of the entire TV, radio, internet, and newspaper ad campaign. They needed a team of Web development experts to build an interactive website with less than two weeks until campaign launch.

Solution

Compelling website fully integrated and launched within aggressive deadline

Station Casinos, working together with Sixteenfifty, turned to Fairway Technologies for our ability to quickly develop, test and launch a complete website from the ground up. The following elements were integral parts of the solution:

- In less than two weeks, Fairway developed the robust and professional weluvlocals.com site.
- Microsoft ASP.NET MVC3 was the platform that allowed Fairway to rapidly develop, customize, integrate, test and launch the website.
- Fairway integrated weluvlocals.com with the following third-party services:
 - ExactTarget to manage email campaigns
 - SkyPie to enable coupon redemption via smartphones and interactive voice response
 - Station Casino’s web service to consolidate user information
 - Facebook, Twitter and YouTube to connect with social networking sites
- Experience and expertise enabled Fairway to work efficiently with all stakeholders and keep the project moving toward completion.



Benefits

Fairway Technologies and Sixteenfifty helped Station Casinos realize their vision of launching a brand new website in less than two weeks. Other key benefits included:

- Successful launch with over 1,000 online coupons purchased within 2 days.
- Website realizing up to 44% conversion rate on viewed coupons.
- New website launched on time as part of a multi-channel marketing campaign.
- Flexibility and agile methods allowed for a successful launch within a dynamic environment.

Technology

- ASP.NET MVC 3
- Entity Framework with SQL 2008
- Visual Studio 2010 Web Deployment Projects
- jQuery