

CAESARS PALACE

'RUB SHOULDERS WITH THE GODS'

OVERVIEW

Our approach is to create a quasi music video promoting Caesars Palace as the *Jewel of the EMPIRE!*

By reinforcing hotel excellence we show the beauty, benefits and amenity aspects of the property.

To accomplish this, we blend existing b-roll with new footage and beauty shots of the property. We will utilize graphic elements to complete a picture of quality, innovation and service.

Our goal is to immerse the audience in a seamless video presentation to communicate in the most basic and powerful message of -

"GATEWAY TO THE PALACE"

OPENING SEQUENCE

The video opener begins with the sun rising over a desert community known as Las Vegas. As the morning light awakens our souls we know see a glistening Caesars Palace promising something special.

The imagery describes a distinguished elegance. Statuesque columns rise into the heavens, fountains swell, gleaming marble pathways pour out in front of us ending at the feet of a giant David. This is the ethereal Rome, where the revelry of Bacchus, the frenetic energy of the Circus Maximus, and the ambitions of the senate are unknown... or are they?

We now break sharply from the graceful genteelness into an upbeat pop feel that, along with the rapid fire imagery, lets us know that "this" Caesars Palace is the hip, happening place to be in Las Vegas. Everything about this Palace is phat. Images of classic Roman architecture collide with the sultry and sensual excitement of night time Caesar's. You as a new citizen of Rome will get to...

(The opening sequence ends with the phrase -)

"RUB SHOULDERS WITH THE GODS"

Floating on screen, the text holds for a moment and then-

Following a dramatic and contrasting visual kick-off, we now focus on various areas of Caesars. The key here is that all the images are filled with people. Whether it be the Palace ballroom, the Pavillion, the business center, a wedding by the pool, or a double bay suite in the forum towers, people are everywhere and having fun. The message is clear, everyone is at Caesars, and everyone that is at Caesars are part of the happening crowd.

Throughout this segment, graphic elements and floating text interweave with the visuals and describe the assorted locations being viewed.

BACCHANALIA

We now unveil strategic benefits of the property with strong emphasis on creature comforts, privacy, and exquisite accommodations.

Descriptive titles and superlatives in classic fonts compliment the images by describing the world-class facilities and services.

Next it's time to investigate further the activities available at and around the property including the spa, pool cabanas, The Forum Shops, night clubs, and new guest rooms.

We glimpse the facilities within the convention space, awe struck at the epic size and grandeur of The Palace Ballroom or the regal feel of The Senate Boardroom, only to segue to the opulent guestrooms and then it's on to a night on the town with shots of world class entertainment, fine dining and gaming.

From top to bottom, Caesars was, and is, the marquee spot of Las Vegas. To not be a part of the emperor's bounty would be like going to China and experiencing the Great Wall.

And amenities

The video montage closing our piece once again features snippets of the opening black & white imagery evolving in to beauty shots of Las Vegas today.

Bally's
Creative Concept

We focus on images of why people choose Vegas. To rest to relax to rejuvenate. To find adventure, get pampered or rekindle a romantic flame.

We close with the statement -

"We believe in customers for life"

Complimented by a video montage.