

HI THERE!

WE'RE WITH THE ADVERTISING TEAM (OBVS)





**WHY DO WE
NEED OUR
OWN BRAND?**



OVER THE PAST 20 YEARS,
ADVERTISING & CONTENT
HAS EVOLVED INTO AN
INNOVATIVE, AWARD-WINNING
CREATIVE AGENCY.





2018 IN-HOUSE AGENCY NATIONAL AWARDS

Honorable Mention | Direct Mail
MGM Grand New Year's Eve XOXO Invitation

Honorable Mention | Email Campaign
Mandalay Bay What's Winter Campaign

Honorable Mention | Misc Collateral
Delano 2018 Dogs of Delano Calendar

Silver | Direct Mail / Packaging
MGMRI Chinese New Year: Year of the Rooster

2018 LAS VEGAS ADDY AWARDS

Bronze | Direct Mail
ARIA 130K Exclusive Tournament Invitation

Bronze | Direct Mail
Bellagio The Elite Million Dollar Tournament

Bronze | Out-Of-Home / Poster
MGMRI Mayweather vs. McGregor Poster Invitation

Bronze | Logo Design
MGMRI Chinese New Year: Year of the Dog Logo

Bronze | Television Advertising
Circus Circus Not Enough Splash in Your Life?

Bronze | Special Effects / Motion Graphics
Mandalay Bay Skyfall Moon Mixer Marquee

Bronze | Digital Creative Technology
Mandalay Bay Moorea Emoji Reactions Video

Silver | Sales Promotions / Menu
Mandalay Bay Aureole Menu System

Silver | Sales Promotion / Packaging
MGMRI Chinese New Year: Year of the Dog

Silver | Sales & Marketing / Special Events
The Mirage New Year Invitation

Silver | Sales & Marketing / Direct Mail 3D
MGM Grand XOXO New Year Invitation

Silver | Online / Interactive Social Media
Bellagio SJP Logo Love

Gold | Sales & Marketing / 3D Campaign
MGMRI Art Basel Invitation

Gold | Online Film, Video & Sound Campaign
The Park Beerhaus It's Hockey Season

Gold | Special Effects / Motion Graphics
Las Vegas Aces Team Logo Reveal

3RD ANNUAL SHORTY SOCIAL GOOD AWARDS

Bronze | Diversity & Inclusion | Best in LGBTQ+
MGMRI Universal Love Campaign

Silver | Best Organic Promotion

Silver | Best Corporate-Community Partnership
MGMRI Spotlight on Hunger

10TH ANNUAL SHORTY AWARDS

Audience Honor | Hospitality
MGM Grand You're Going to Have a Story to Tell

2017 DISTRICT ADDY AWARDS

Silver | Direct Mail
Aria Reels of Fortune Slot Tournament

Silver | Integrated Advertising Campaign
MGMRI Chinese New Year: Year of the Rooster

Gold | Copywriting
Libertine Social Dares from the Hare Cards

Gold | Speciality Advertising
Libertine Social Dares from the Hare Home Edition

AIGA WORK SHOW 2017

Bronze | Photography
Delano Lifestyle Photography Series

Bronze | Editorial & Book Design
Delano Inspire In-Room Newsletter

Bronze | Interactive Advertising
Mandalay Bay Moorea Live on Facebook

Bronze | Interactive Advertising
MGM Grand You're Going to Have a Story to Tell

Silver | Posters
Excalibur 75k Partner Up Invitation

Silver | Packaging
MGMRI Chinese New Year

Silver | Invitations
MGMRI \$500k Baccarat Tournament Series

Gold | Invitations
Mandalay Bay Libertine Social Opening Invitation

Special Awards | Judge's Choice
Mandalay Bay Moorea Live on Facebook

Special Awards | Technical Excellence
MGMRI Chinese New Year

Special Awards | Best of Show
Mandalay Bay Libertine Social Opening Invitation

2017 LAS VEGAS ADDY AWARDS

Bronze | Speciality Advertising
Libertine Social Dares from the Hare Home Edition

Bronze | Branded Content / Entertainment Campaign
Behind the Scenes at Mandalay Bay Video Series

Silver | Cross Platform Integrated Campaign
BGFA Icons of the Twentieth Century: Yousuf Karsh

Silver | Elements of Advertising / Art Direction
Delano Lifestyle Photography Series

Silver | Cross Platform Consumer Campaign
MGM National Harbor Grand Opening Campaign

Silver | Interactive Advertising & Promotion
The Mirage New Year Celebration Email

Silver | Cross Platform Integrated Campaign
Libertine Social Grand Opening Campaign

Gold | Sales & Marketing, Direct Mail
Aria Reels of Fortune Slot Tournament Invitation

Gold | Sales & Marketing, Direct Mail
Cross-Property The \$2 Million Invitational Invitation

Gold | Elements of Advertising / Copywriting
Libertine Social Dares from the Hare Cards

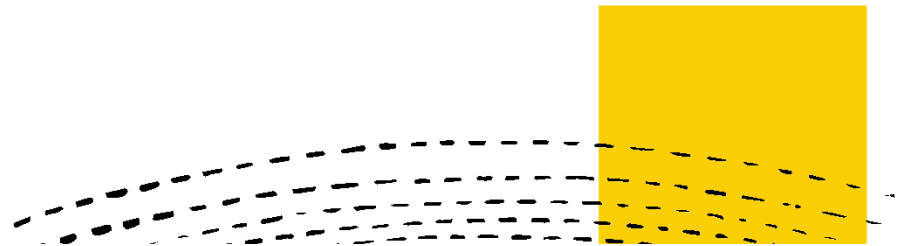
Gold | Invitation or Announcement Campaign
MGMRI Chinese New Year: Year of the Rooster

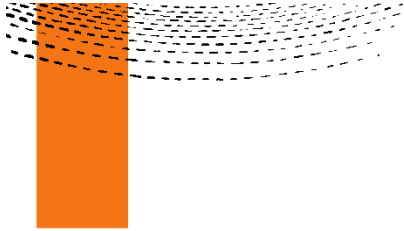
Judges Choice
Libertine Social Grand Opening Campaign

Best of Show
MGMRI Chinese New Year: Year of the Rooster



BUT VERY FEW KNOW
WE'RE HERE. OR WHAT TO
CALL US IF THEY DO.





- ADVERTISING
- CORP SERVICES
- ENTERTAINMENT
- GRAPHIC ARTS
- MARKETING
- DIGITAL DESIGN
- SOCIAL MEDIA
- MULTIMEDIA



WE'RE MORE THAN FANCY INVITATIONS...

ALTHOUGH WE DO THOSE REALLY WELL, TOO



LEADERSHIP TEAM

ACCOUNT & PROJECT MANAGEMENT

Strategic Partnership
Account Planning
Briefings & Process
Scope Planning and Management
Prioritization
Campaign Planning and Alignment

EXECUTIVE CREATIVE DIRECTION

Ideating and Concepting
Art Direction
Design
Copywriting
Production
Video and Motion Graphics

OPERATIONS & BUSINESS DEVELOPMENT

Tools, Process & Systems
Asset Management & Implementation
Procedure & Productivity Management
Vendor Sourcing and Management
Agency P+L Finances

SOCIAL ENGAGEMENT

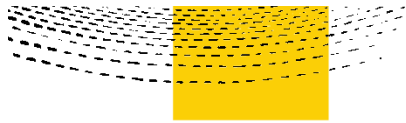
Social Strategies & Insights
Content Concepting & Development
Community Management
Reputation Management
Resolution Management

CORE COMPETENCIES

Promotional/Seasonal
Vertical Campaigns
Brand Identity/Architecture Systems
Social Content
Long and Short Form Video
Direct Mail
Collateral
Logo Development
Brand Style Guides
Pre-Press
Production Mechanicals
Print Production
Licensing
Project Management
Go-To-Marketing Planning
Consumer Insights
Social Platform Expertise
Social Customer Care
Expedia Realtime Customer Management
Social Content Calendar Development
Campaign Development
Omni Channel Execution
RFP and Regulatory Decks
Reporting & Analytics
Asset Management
Workflow Management
New Business Integration and Onboarding
Digital Content

ENABLING CAPABILITIES

Account Management
Project Management
Legal & Regulatory
Asset Library Creation and Management
Production Vendor Sourcing and Management
Brand Identity and Standards
Design Strategy
Branded Content
Packaging
Creative Content and Digital/Social Content
Brand Architecture
Logos
Photography
Illustration
Presentations
Digital Visual Design
Color Retouching
Photoshop
Pre-press Separations
Scriptwriting
Storyboards
Proofreading
Stop Motion
Art Buying
Retouching
Audio/Music Production
Copywriting and Naming
3D Animation
Editing
PR & Event B-Roll



WE'RE A FORTUNE 500 COMPANY— LET'S LEAD LIKE ONE!

COCA-COLA » KO:OP

BEST BUY » YELLOW TAG PRODUCTIONS

SPRINT » YELLOW FAN STUDIOS

BBC » BBC CREATIVE

COORS » THE INTEGER GROUP

DISNEY » YELLOW SHOES CREATIVE GROUP

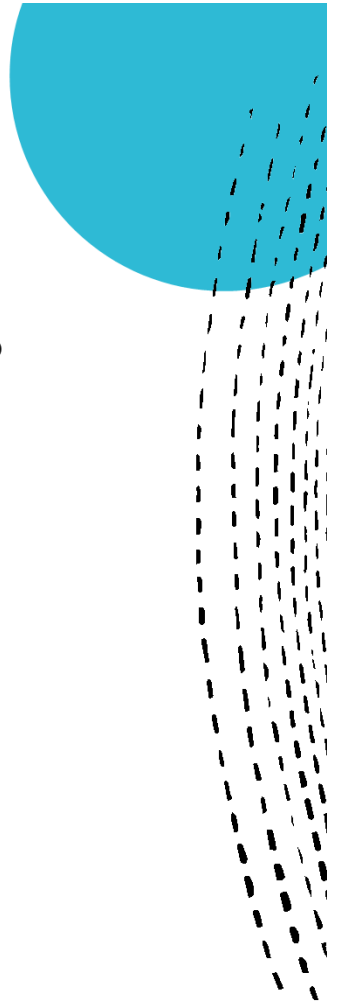




OUR MISSION

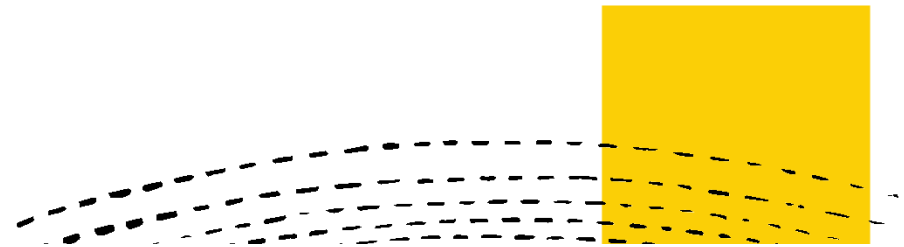
RESPECT OUR TRUE NORTH:
**HEAR A STORY. HAVE A STORY.
TELL A STORY.**

ACKNOWLEDGE OUR LEGACY:
**HONOR OUR RICH
ENTERTAINMENT HERITAGE.**





OUR NAME SHOULD REFLECT
THE BUSINESS WE DO AND
ALIGN WITH MGMRI VALUES
AND BRAND.



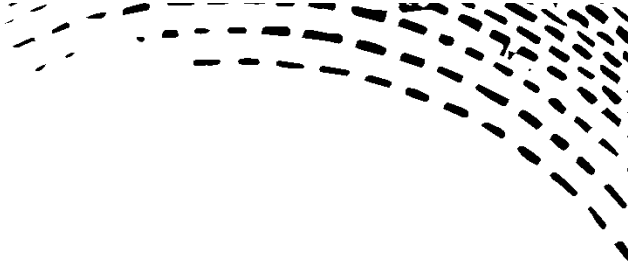



**MGM RESORTS IDENTIFIES
WITH ONE ICONIC SYMBOL
ABOVE ALL OTHERS.**











LIONS HAVE THE LOUDEST CALL
OF ANY BIG CAT SPECIES—
A SOUND THAT IS **BOLD,**
POWERFUL AND STRONG...





LEO
THE
M-G-M
LION

IS COMING TO TOWN IN PERSON!

THE GREATEST STAR ON THE SCREEN SUPPORTED BY THE GREATEST CAST IN MOTION PICTURE HISTORY

JOHN GILBERT
 LON CHANEY
 MARION DAVIES
 GRETA GARBO
 WILLIAM HAINES
 RAMON NOVARRO
 BUSTER KEATON
 NORMA SHEARER
 KARL DANE
 GEO. K. ARTHUR
 LEW CODY
 AILEEN PRINGLE
 TIM MCCOY
 OUR GANG
 LAUREL & HARDY
 CHARLEY CHASE

You've seen him on all the **Metro-Goldwyn-Mayer Pictures**. He'll visit us soon on his sensational world-wide tour



LIONS ARE SOCIAL ANIMALS.
COMMUNICATION IS
ESSENTIAL TO THE SURVIVAL
OF THE GROUP.





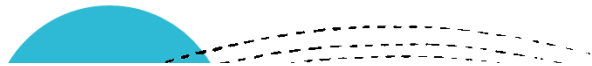
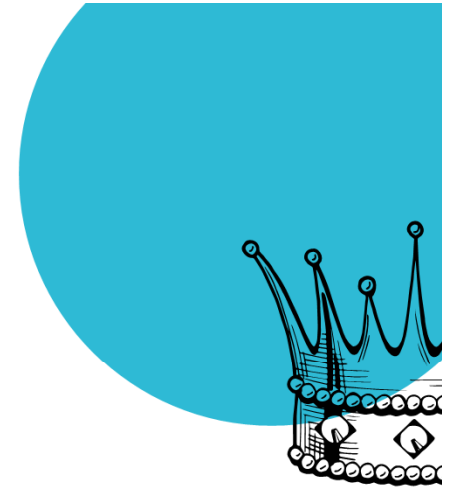
YOU DON'T JUST HEAR
A LION ROARING...

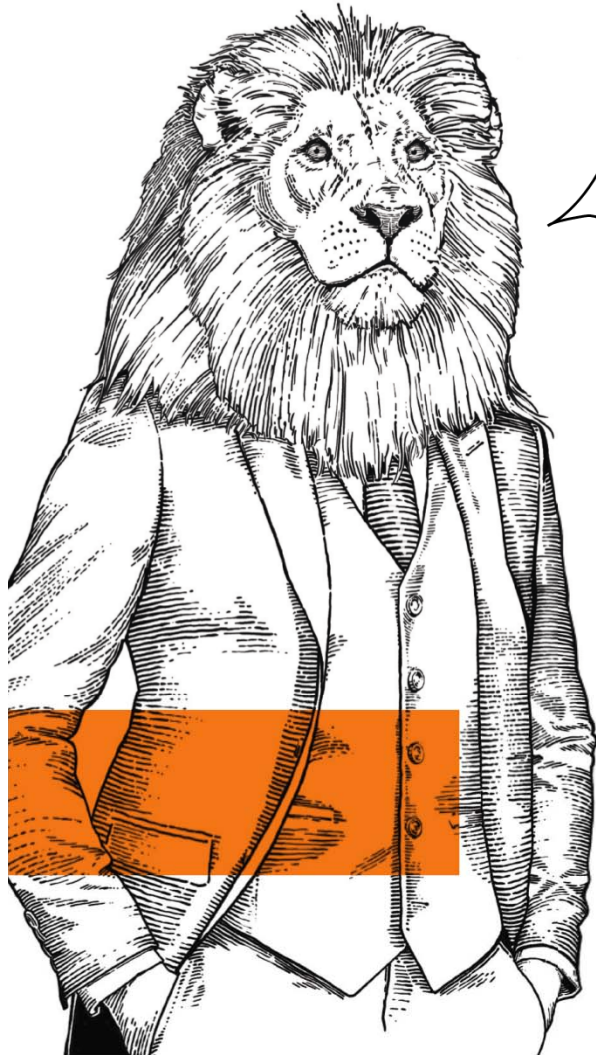
YOU FEEL IT.



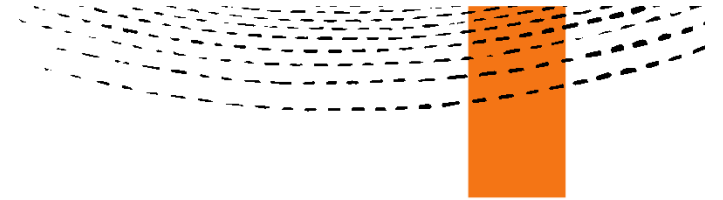
MGM RESORTS IS THE
REIGNING FAMILY OF
OUR INDUSTRY.

WE, AS ITS CREATIVE AGENCY,
ARE THE HEIRS THAT FUEL
HOW THE WORLD SEES US.





ROAR!



THANK YOU!