



# Digital Strategy

With the branding, web, and supporting materials as a powerful foundation, Loma and CNIGA were positioned perfectly to enter the next phase of outreach: **a fully-integrated digital media campaign aimed at raising awareness among the California voting public.** “Beyond the Casino” is strategically designed to reach a defined target across a large geography, and major production across the state showcases the important economic, fiscal, and social impact that CNIGA has throughout California.

## **OBJECTIVE**

**Reach and impact our target audiences with positive messages about California Nations Indian Gaming Association and its important contributions to California in order to reinforce and extend favorable attitudes about Tribal Government Gaming in California among registered voters.**

## **OVERVIEW**

**Multi-platform on-line and mobile digital campaign serving more than 46 million highly targeted impressions to influence registered voters in designated geographies across California.**