

# Overview

At Loma Media, we are extraordinarily proud of the long-standing relationship that we have built together with CNIGA and the CNIGA members. Over time, as we have become more and more aligned with the mission of CNIGA, the work that we have produced together has been increasingly meaningful and impactful. What started as an educational video and general communications support has evolved into a fully-integrated campaign that communicates important facts designed to have a positive emotional impact on California voters.

Although the relationship goes back much further, the following pages represent Loma Media's engagement with CNIGA commencing in April 2016 and continuing through today. This summary includes samples and summaries to highlight the work that has been done, including: Brand and Identity Creation, Website Design and Development, Print Collateral: Writing, Design and Execution, "Beyond the Casino" Digital Strategy and Implementation, Digital Campaign Deliverables (display ads, radio ads, pre-roll videos, long-form content etc.), Video Content, and Analytics Reporting.

Throughout the process, the core mission of CNIGA has been a guiding star in both strategic and creative decisions: **protect the sovereign right of California Tribal Governments to operate gaming on their lands.**