



Campaign Creative: Messaging

Personal, feel-good stories from real people that bring the messaging goals to life and evoke a positive emotional response. **Focusing on three key messages:**

- **Economic Impact**

Message Takeaway : Tribal Government Gaming Generates billions of dollars for our economy.

Tax revenues and economic impact vital to state and local governments, surrounding communities, businesses, vendors and services.

- **Jobs**

Message Takeaway: Tribal Government Gaming Is a major source of good paying jobs.

Comparable to other industries—manufacturing, aerospace, etc.

- **Community/Education**

Message Takeaway: Drives millions of dollars in vital charitable donations.

Critical local support with statewide impact.

Tone: real, authentic, credible, impacting peoples lives, genuine emotional connection

Long-Term Audience Impression

Tribal Government Gaming continues to grow as a dynamic economic driver.

Provides solid, sustainable, and inclusive value to all Californians