

Video Content

Video Content Creative reflects a strategic direction developed over many months of research and collaboration between Loma Media and CNIGA. **“Beyond the Casino”** creative reflects what we mutually found to be the best messaging to convey the importance of Tribal Government Gaming in California in a way that would resonate with non-tribal Californians. Together, we have created a campaign based on key takeaways from the EIS report, polling, and knowledge of the target audience demographic.

The videos are designed to have a positive emotional impact that stays with the viewer and encourages our audience to seek out more information via the “Beyond the Casino” Campaign Landing Page.

Important Note: Although the following videos are currently being used in a digital-only campaign, the Hero Videos are also cut for Broadcast and Cable TV allowing for quick turnaround for a future TV Campaign.

In addition, we created co-branded videos for San Manuel to use in their local market, a tactic that can be replicated across the state to significantly increase reach and impact.



Tom and Pat Butler's Story



Debbi's Story



Cesars's Story



Gary's Story