



# Campaign Overview

## 'BEYOND THE CASINO'

**It's a "good news" message for all Californians.**

We're proud to help spread the word across the state, through the production and distribution of an emotionally resonant awareness campaign that personalizes impressive numbers into powerful stories.

Apparently, Californians agree! Through a combination of the results from ad volume, videos views, and website traffic we have found that **the message is resonating with the California voting public.**