

# Concept Development



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## THE MEDIA & MARKETING GROUP WINS TOP HONORS FOR " BEST BROADCAST ADVERTISEMENT FOR TV" AT 2009 AMERICAN GAMING ASSOCIATION COMMUNICATION AWARDS

VOORHEES, NJ – Frank Palmieri, President of **The Media & Marketing Group**, proudly announced that M&M has added another prestigious award to its already impressive collection of industry accolades.

On November 17, 2009 at the American Gaming Association Communication Awards presentation held in Las Vegas, NV, it was announced that M&M was unanimously voted " Best Of" in the category of " Best Broadcast Advertisement – Television," for its " Indiana Live Obama TV" spot created for Indiana Live Casino. The concept, which depicted a Barack Obama look alike delivering a " campaign" speech to a crowd of enthusiastic supporters, was created by Dennis Gomes, a proven casino industry powerhouse whose successful and innovative gaming career spans the entire country and beyond. Gomes commented, " This is the right time to do this. People want a change for the better. A resurgence of excitement. A feeling of renewal." He continued " I juxtapositioned the improvements made to the casino with the mentality of the political arena felt throughout the entire country during the time the spot aired." Gomes is no stranger to highly creative and " outside the box" casino marketing strategies. Several years ago his cutting edge " tick-tack-toe chicken" promotion took the " Best Casino Promotion Of The Year" award.

To bring his " Indiana Live Obama TV" vision to life, Gomes partnered with The Media & Marketing Group. He added " Because of M&M' s renowned ability and mastery of the sound and video aspects of their trade and their understanding of how to energize commercials, the ad turned out to be far superior to what I had envisioned."

**The Media & Marketing Group** is a full service advertising and marketing company with offices in Voorhees, NJ, Kansas City, KS and Las Vegas, NV. Now in its 17<sup>th</sup> year of business, the company specializes in Casino Gaming, Hospitality, Retail and Destination Marketing.

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