



Casino Lugano SA uses innovative digital solutions from G-Digital software package to increase the number of Lugano Class members and reward the loyalty of existing members.

In collaboration with G-Digital, Casino Lugano SA introduced WHEEL OF FORTUNE for its current members of Lugano Class. The goal of this marketing campaign was to gain new members of the Lugano Class club, reward the loyalty of its current members and consequentially increase the number of visits to the casino as well as increase the satisfaction of its current clients.

G-Digital (www.g-digital.eu) is a producer of G-Digital software, a flexible and user-friendly Digital Signage solution which supports marketing and promotional campaigns tailored to user needs and requirements.

The objective of Casino Lugano is to gain more Lugano Class club members by using the WHEEL OF FORTUNE since the Lugano Class membership card is required to play the game.

The use of Lugano Class card on the WHEEL OF FORTUNE is very simple for members of the Lugano Class club. The customer scans the Lugano Class card barcode and then spins the wheel on touchscreen monitor, which can result in winning the prize. Meanwhile, the customer sees marketing and promotional messages on the other half of the 165cm (65") screen.



Casino Lugano SA (Casino Lugano) (www.casinolugano.ch) entertains its clients in an elegant and exclusive environment. Casino Lugano employs top experts from the gaming and entertainment industry.



Every member of the Lugano Class club can scan the card barcode once per day. The printer automatically prints out a coupon when the prize is won. The coupon can then be used to claim the prize.



The marketing department is aware of the benefit provided by marketing and promotional messages displayed next to the WHEEL OF FORTUNE. They serve as a way to inform the customers. The marketing and promotional messages are noticed by customers every time they spin the WHEEL OF FORTUNE.



Mr. Cristiano Ruiu, Marketing Director, says: “We are very pleased with software provided by G-Digital. The experts of G-Digital adjusted the solution to our needs and specifics of marketing campaign. Deployment of the G-Digital system at Casino Lugano was simple, quick and smooth thanks to the outstanding G-Digital's customer support. The number and probability of the WHEEL OF FORTUNE winnings as well as the length of the marketing campaign are completely customizable. Changing marketing and promotional messages within G-Digital software is very simple. We also like the daily report on the progress of the campaign which is generated automatically. This gives us an excellent overview and daily control of the campaign.”

Mr. Mirco Alghisi, Marketing & CRM Manager of Casino Lugano, says: “Lugano Class card allows our members to enter without any other documentation, gain loyalty points and use the wardrobe for free. Now it also provides a way to gain rewards from the WHEEL OF FORTUNE. By using G-Digital software we have acquired

multiple new cardholders since the WHEEL OF FORTUNE is attractive to our customers.”

Miss Emanuela Ventrici, CEO of Casino Lugano, says: “More and more tools for managing marketing activities are transformed into the software. Computer technology is rapidly advancing and the Casino Lugano business policy is to keep up with innovations in order to offer our customers the very best and of the highest quality experience. In cooperation with G-Digital, we have successfully installed software which attracts customers to spin their luck as well as increase visibility of our ongoing marketing campaigns. From the management point of view and costs control, it is very important for us to be able to precisely adjust the duration of the campaign and the number of rewards. This way we can fully manage and control costs of the marketing campaign.”

Mr. Ljubo Benko, General Manager of G-Digital, says: “We are honoured to have had an opportunity to install a G-Digital solution in such an eminent casino as Casino Lugano is. It was a challenge for us, too, since it was our first deployment of WHEEL OF FORTUNE in a casino. Thanks to excellent collaboration with the Casino Lugano experts and their clear goals and innovative ideas, we developed WHEEL OF FORTUNE software on our G-Digital platform. G-Digital has proven once again as flexible and stable software. G-Digital is a very simple, intuitive and powerful software platform. We are especially pleased that casino management and their customers are satisfied with our G-Digital solution.”