

Advertising Agency Barker DZP Named Finalist For Two Gaming Voice Awards

Written by Australian Business

NEW YORK, Sept. 11, 2013 /PRNewswire/ -- Award-winning advertising agency Barker DZP has been named a finalist for two Gaming Voice Awards by the American Gaming Association (AGA). The agency is nominated in the categories of "Best Multi-format Advertising Campaign" and "Best Outdoor Advertisement" for this year's Parx Casino "Get Lucky in No Time" campaign.

In an effort to attract New York City area residents to Pennsylvania's Parx Casino, Barker DZP created a hyper-local advertising campaign under the newly created tagline "Get Lucky in No Time." The multi-format campaign demonstrated the casino's close proximity and high-quality gaming experience through a series of attention-grabbing television, radio, outdoor and print advertisements. As a result of the successful campaign, Parx Casino's out-of-market revenue for the second quarter of 2013 increased by more than 50% compared to the second quarter of 2012.

"We are excited to be nominated for a Gaming Voice Award for our work with Parx Casino," said

John Barker

, President and Chief Idea Officer of Barker DZP. "The success of the campaign shows that compelling creativity, effective communication and in this case, a playful sense of humor, can go a long way toward attracting gamers in a highly competitive market. Helping to draw out-of-area entertainment seekers to

Parx Casino

through strategic advertising is an accomplishment we are honored to be recognized for."

"The Get Lucky in No Time" campaign perfectly emphasizes our focus on convenience, friendliness, fun and excellent customer service," said Marc Oppenheimer, Chief Marketing Officer of Parx Casino.

"We gave Barker the goal of creating a campaign that would alter our perception in the market

Advertising Agency Barker DZP Named Finalist For Two Gaming Voice Awards

Written by Australian Business

to focus on these attributes. They developed a great concept, topped it off with tongue-in-cheek humor and we've been extremely happy with the consumer reaction to the campaign as well as the results."

The annual AGA Gaming Voice Awards celebrate the gaming industry's most innovative and effective communicators by recognizing achievements in advertising, public relations and marketing.

The 2013 Gaming Voice Awards will be presented at the 13th Annual AGA Communications Awards Luncheon on September
25 at the
Sands Convention and Expo Center in
Las Vegas

ABOUT BARKER DZP Barker DZP (www.barkerdzp.com) is an award-winning full-service independent agency built from a core team of large-agency veterans who understand the new world of consumer engagement. Barker DZP delivers high-impact branding, interactive, print, broadcast and social media for clients such as P&G, Estee Lauder, PDI Healthcare, NYU, IDB Bank and others.

Contact: Alexis Blais / 646-660-8642 / alexis@goldinsolutions.com

SOURCE Barker DZP

RELATED LINKS <http://www.barkerdzp.com>