

DRAGON ROOM LAUNCH WITH STUDIO CITY MACAU – OCT 2024

Nomination for Best Overall Marketing Program

We are thrilled and excited to put forward our nomination for **Best Overall Marketing Campaign** for the ideation, creation and launch of the Dragon Room at Studio City Macau. Please enjoy the two videos below, and further detail around the first-of-its-kind activation in Asia – a resounding success for Aristocrat Gaming and for Studio City and their guests. At Aristocrat, we love Dragon themed games and were very proud to work side by side with Studio City to create a Dragon Room of their dreams.

<https://vimeo.com/1103016919/e509124209?ts=0&share=copy> – VIDEO Overview of Marketing Initiative with Lloyd Robson and Kevin Benning

<https://vimeo.com/1103016919/e509124209?ts=0&share=copy> – VIDEO Master sizzle reel showcasing the creation and launch of Dragon Room



OVERVIEW OF THE MARKETING EXECUTION

Taking inspiration from the art of papercraft in the Chinese culture, we created a bespoke gaming zone complete with 60 EGMs and the latest Aristocrat dragon themed games. Launched during Golden Week - the zone not only offered a welcoming environment for players to try out the latest games, it also brought a socially sharable moment to the forefront, with captivating structures and fixtures that redefined the player experience at Studio City.

Transforming a storage room on the casino floor into a revenue-driving zone designed to bring a new type of player experience to Macau was an exciting opportunity to showcase the depth and breadth of our

marketing capability and how we can partner with our customers to meet their needs, and those of their valued players.

To support the launch, we developed a teaser campaign to generate excitement and awareness with players in Macau – targeting existing Melco Loyalty Members along with new players visiting Macau.

THE RESULTS

- 80% average daily occupancy since opening
- Integration of Dragon Room success in annual earnings by Melco group CEO

“We’re excited to partner with Studio City to launch this experience for all players during Golden Week. The team at Studio City share our focus in redefining the traditional gaming experience to drive player demand and loyalty in this market. What we’ve developed together is a blend of creativity, strategic thinking and differentiation.” - Emily Schmitt, VP of International Marketing at Aristocrat Gaming

“The guest experience is central to everything we do, and it’s important that an innovative and memorable experience extends beyond the games on our floors. Working with Aristocrat Gaming to create such a unique experience enables us to bring this vision to life, offering an exclusive and engaging environment that sets us apart in the market, complete with popular Aristocrat games.” - Kevin Benning, Senior Vice President, Property General Manager of Studio City, Melco



SUPPORTING PRESS COVERAGE:

<https://www.gamblinginsider.com/news/26944/aristocrat-and-studio-city-macau-set-up-dragon-zone-to-celebrate-golden-week>

<https://asgam.com/2024/09/25/aristocrat-gaming-and-macaus-studio-city-unveil-new-dragon-zone-experience/>

<https://www.ggrasia.com/aristocrat-studio-city-create-dragon-zone-for-golden-week>

PR / MEDIA AROUND DRAGON ROOM



Aristocrat Gaming and Macau's Studio City unveil new Dragon Zone experience

Aristocrat Gaming and Macau's Studio City have unveiled a new Dragon Zone experience at the casino's Golden Week.

The new headline slot experience is the first of its kind, featuring a full floor of Aristocrat games, inspired by the art of paper-cut and silk embroidery. The gaming experience will enhance the gaming experience beyond the gaming floor, just being the region's vibrant culture and traditions to the Dragon Room.

The Dragon Room is a unique player experience in celebrator form. It is a unique player experience in celebrator form.

Aristocrat Gaming
460 - 0

We are incredibly proud to partner with Studio City Macau to unveil the new Dragon Zone™ experience in celebration of Golden Week.

Aristocrat, Studio City create "Dragon Zone" for Golden Week

Oct 20, 2024 @ Aristocrat @ Lotus Hotel, Macau, Top of the Deck

Gaming technology supplier Aristocrat Gaming says it has worked with the Studio City casino resort in Macau to launch a "unique" themed slot area at the property called "Dragon Zone" (pictured) in time for peak business during October Golden Week.



A GOLDEN WEEK BRAWL JUST FOR YOU

Aristocrat Gaming is excited to partner with Studio City to celebrate Golden Week! Please enjoy this new set in the lead up to the festivities.

Together, we have created a first-of-its-kind player experience powered by a full floor of Aristocrat games, inspired by the art of paper-cut and silk embroidery. This gaming experience will enhance the gaming experience beyond the gaming floor, just being the region's vibrant culture and traditions to the Dragon Room.

Enjoy the essence of Golden Week, a blend of tradition and innovation, with every spin.

Magnum Spinnings | Double Win | Double-Barbers

ARISTOCRAT! STUDIO CITY

龍重登場

GAMBLING INSIDER

CEO You and 423 others

Aristocrat Gaming
460 - 0

We're on to the big one! The Dragon Room at Studio City Macau! Through a collaborative partnership with the Studio City team, we've created a first-of-its-kind player experience. Check to what follows, from launch to now.

It is a unique player experience in celebrator form.

Featured in the news in the "Dragon List" slot Gaming sites, including "Bao Zhu Zhao Fu" at



Aristocrat and Studio City Macau set up Dragon Zone to celebrate Golden Week

Oct 20, 2024

Aristocrat Gaming and Macau's Studio City have unveiled a new Dragon Zone experience at the casino's Golden Week.

The new headline slot experience is the first of its kind, featuring a full floor of Aristocrat games, inspired by the art of paper-cut and silk embroidery. The gaming experience will enhance the gaming experience beyond the gaming floor, just being the region's vibrant culture and traditions to the Dragon Room.

The Dragon Room is a unique player experience in celebrator form. It is a unique player experience in celebrator form.

Aristocrat and Studio City Macau set up Dragon Zone to celebrate Golden Week

Oct 20, 2024

Aristocrat Gaming and Macau's Studio City have unveiled a new Dragon Zone experience at the casino's Golden Week.

The new headline slot experience is the first of its kind, featuring a full floor of Aristocrat games, inspired by the art of paper-cut and silk embroidery. The gaming experience will enhance the gaming experience beyond the gaming floor, just being the region's vibrant culture and traditions to the Dragon Room.

The Dragon Room is a unique player experience in celebrator form. It is a unique player experience in celebrator form.

Aristocrat Gaming and Macau's Studio City unveil new Dragon Zone experience

Leading slot machine supplier Aristocrat Gaming has announced a partnership with Macau's Studio City to launch a special Dragon Zone player experience. [Read more](#)

Aristocrat, Studio City celebrate Golden Week with Dragon Zone

Aristocrat and Studio City Macau set up Dragon Zone to celebrate Golden Week

Aristocrat and Studio City Macau set up Dragon Zone to celebrate Golden Week

Aristocrat Gaming and Macau's Studio City unveil new Dragon Zone experience

