

Creative Services Case Study

Great Canadian Entertainment







About Great Canadian Entertainment

Great Canadian Entertainment is a well-established Canadian enterprise specializing in gaming, entertainment, and hospitality. Their extensive presence extends to 25 premier establishments across Canada, including casinos, theatres, and hotels.

Campaigner's Creative Services team is responsible for overseeing email marketing campaigns for 11 of their key gaming property accounts. The Creative Services team collaborates closely with Great Canadian Entertainment's marketing team, offering expert guidance and support in the development, implementation, and deployment of effective email marketing strategies and campaigns.



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Q: Could you share the challenges you encountered prior to engaging with our Creative Services team, and how did our team contribute to addressing these issues?

One significant challenge we've frequently encountered in our marketing operations is the sudden emergence of unexpected campaigns that demand rapid deployment. These unforeseen initiatives can disrupt our well-planned schedules and put a strain on our resources. In such situations, the Creative Services Team has been an invaluable asset.

The team consistently rises to the occasion, going above and beyond to help us resolve these challenges. Their support begins right from the inception of a campaign, assisting in the development of email templates, to the very end when scheduling deployment. This collaborative effort is crucial in ensuring that our campaigns are not only executed swiftly but also maintain the high-quality standards we aim for.

By efficiently handling the templates and uploading of data, while accommodating our tight timelines, the Creative Services Team enables our Marketing Team to redirect their focus elsewhere, thereby optimizing our overall productivity and efficiency. The Creative Services Team's dedication and expertise have proven instrumental in overcoming the hurdles posed by unexpected campaigns. Q: How did our Creative Services Team collaborate with your team throughout the project? Were there any notable communications or processes that stood out?

The quality of work delivered by the Creative Services Team has consistently been excellent, exceeding our expectations in transforming template concepts into reality. Moreover, the team's ability to meet deadlines is commendable.

They maintain clear communication regarding the information needed to meet specific deadlines, which greatly assists in our project planning and execution. In cases of unexpected or tighter timelines, they demonstrate flexibility and adaptability, making every effort to accommodate our needs. Equally, they are transparent when longer turnaround times are necessary, ensuring that expectations are set appropriately.

Overall, the combination of high-quality work and their proactive approach to deadline management makes the Creative Services Team an invaluable partner in our projects.



Q: In what ways has the Creative Services team effectively integrated and operated as an extension of your marketing team?

Consistently delivering excellent results and ensuring that our marketing campaigns maintain the level of excellence we strive for, the Creative Services Team's dedication, expertise, and teamwork have proven invaluable in helping us achieve our marketing objectives.

66 Overall, they are an integral part of our creative process and functions as an indispensable extension of our marketing team. ??



Q: Could you provide instances where the team has demonstrated exceptional effort or exceeded your expectations?

The Creative Services Team consistently excels in their ability to handle tight deadlines while keeping communication open. They deftly manage multiple projects, adjust priorities when necessary, and offer frequent updates.

⁶⁶Their unwavering commitment and effectiveness shines through in their work, emphasizing their dedication and effectiveness. ⁹⁹



⊠Campaigner

Are you ready to elevate your Email Marketing Game?

Our Creative Services Team is your one-stop

solution for all your email marketing communication needs. We combine creativity, strategy, and technical expertise to deliver exceptional results that elevate your brand and drive your business forward.

Revitalize your email marketing efforts with Campaigner's Creative Services. Contact our Sales Team today to schedule a consultation and discover how we can help you unlock the full potential of your email marketing campaigns.

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