

MGM Resorts International

## **MGM Resorts Launches First Corporate Brand Campaign**

**'Welcome to the Show' Integrated Campaign Reflects MGM Resorts' Shift from Hospitality and Gaming Company to Global Entertainment Brand**

LAS VEGAS, Sept. 18, 2017 /PRNewswire/ -- [MGM Resorts International](#), whose resort portfolio includes some of the world's most iconic hospitality brands, launched its first-ever corporate brand campaign this weekend, turning the spotlight on the incredible array of entertainment experiences that form the nexus across the company's 27 distinctive resort destinations. The integrated ["Welcome to the Show"](#) campaign illustrates MGM Resorts' expertise as the leading global entertainment company, showcasing the infusion of entertainment within every guest experience – from award-winning live and theatrical performances to interactive dining, immersive nightlife, one-of-a-kind retail, extraordinary spa offerings and more.

Experience the interactive Multichannel News Release here:

<https://www.multivu.com/players/English/8170951-mgm-resorts-international-welcome-to-the-show/>

"Our new Welcome to the Show campaign is an epic invitation, designed to declare our point of view to the world and tie together our deep and diverse portfolio of resorts, from those that define the famed Las Vegas Strip to those across the U.S. and around the world," said Jim Murren, Chairman and CEO of MGM Resorts International.

Welcome to the Show reflects the company's growth beyond the hospitality industry, heralding its purpose to entertain millions of guests every year. It launched during a weekend full of major entertainment programming, with premier positioning for the campaign at the Kaaboo Music Festival in Southern California, the biggest fight of the year between Canelo Alvarez and Gennady "GGG" Golovkin in Las Vegas, and last night's primetime broadcast of the 69<sup>th</sup> Emmy Awards. The integrated campaign created by McCann New York spans multiple social, digital and mass media initiatives. In addition to McCann New York, PHD handled media planning and buying.

The campaign launch includes significant takeovers of highly trafficked spaces in New York, Washington D.C. and Los Angeles. The subsequent rollout will feature unique integrations with platforms including Twitter and Snapchat, in addition to extensive visibility in national TV, print and

out-of-home media. With this weekend's launch, MGM Resorts became the first travel industry partner to develop a Snapchat World + Face lens. Debuting September 25, the Twitter program will include an exclusive 15-day interactive Emoji-driven sweepstakes offering participants the ability to play daily to win a variety of resort packages, and ultimately a \$40k indulgent grand prize.

A global force in entertainment, MGM Resorts is home to more than 20 world-class arenas, theaters and festival grounds, selling 8 million tickets annually for live events ranging from performances by renowned artists such as The Rolling Stones, Cher and Bruno Mars, to vibrant music festivals and some of the biggest fights in combat sport history. Its resorts feature one of the largest collections of Michelin-starred restaurants and master sommeliers in the country, hosting nearly 50 concepts from celebrated chefs including Joël Robuchon, Jean-Georges Vongerichten, Julian Serrano, Michael Mina, Wolfgang Puck, José Andrés, Tom Colicchio, Masaharu Morimoto, Alain Ducasse and many others.

Recognized for exceptional service and bespoke guest experiences, MGM Resorts' repertoire spans 48,000 guestrooms worldwide, including six AAA Five Diamond resorts and three Forbes Five Star resorts. In addition to 2 million square feet of gaming space, the properties' array of nightclubs boast residencies by international DJs including Calvin Harris, Tiësto, Steve Aoki and Zedd.

Lilian Tomovich, the company's Chief Experience & Marketing Officer, said, "Welcome to the Show gives audiences permission to be bold in their pursuit of fun, to live life fully. It communicates our clear aspiration to be first in the minds of consumers as a company that offers the most comprehensive entertainment experiences, delivered by our extraordinary team around the world."

### **About MGM Resorts International**

MGM Resorts International (NYSE: MGM) is an S&P 500® global entertainment company with national and international locations featuring best-in-class hotels and casinos, state-of-the-art meetings and conference spaces, incredible live and theatrical entertainment experiences, and an extensive array of restaurant, nightlife and retail offerings. MGM Resorts creates immersive, iconic experiences through its suite of Las Vegas-inspired brands. The MGM Resorts portfolio encompasses 27 unique hotel offerings including some of the most recognizable resort brands in the industry. The company is expanding throughout the U.S. and around the world, developing MGM Springfield in Massachusetts and MGM COTAI in Macau, and debuting the first international Bellagio branded hotel in Shanghai. The 77,000 global employees of MGM Resorts are proud of their company for being recognized as one of FORTUNE® Magazine's World's Most Admired Companies®. For more information visit us at [www.mgmresorts.com](http://www.mgmresorts.com).



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<http://mgmresorts.investorroom.com/2017-09-18-MGM-Resorts-Launches-First-Corporate-Brand-Campaign>

HUMANS WERE NOT  
MEANT TO BE BORED.

WELCOME TO THE SHOW

