

Casino Defense

Business Challenge/Environment

A leader in the gaming industry, our client had two pending applications for newly created casino licenses in the United Kingdom that were competing against applications from regional and international operators. Three competing projects were identified as significant threats.

Outcome

One competing proposal was withdrawn in the face of unrelenting public opposition and two others failed to move on to the next stage.

Our Approach

Detailed analysis of our competitors' plans and a comprehensive political due diligence process led to:

- Survey research highlighting specific resident concerns and identifying opponents.
- Educating residents on major impacts to their neighborhoods with a focus on traffic and community character.
- Building an opposition database of passionate opponents ready to actively engage.
- Development of multiple community and activist organizations dedicated to opposing the projects.
- Monitored officials closely and targeted likely swing voters with intense constituent pressure.
- Notified opponents of hearings and generated crowds and speakers with focused talking points.
- Hundreds of phone calls, letters and petitions urging a no vote.

CASE STUDY