

ADRIAN AWARD ENTRY 2023:
OCEAN CASINO RESORT
HQ2 BEACHCLUB &
NIGHTCLUB WEBSITE

DIVISION:
DIGITAL

CATEGORY:
WEBSITE

BUDGET RANGE:
DIGITAL - MEDIUM

THE SCENE

As the epicenter of thrilling nightlife and exclusive daylife experiences, Atlantic City, NJ is home to more than its fair share of clubs. But few deliver the bass-pumping performances by world-class DJs, buzzing pool parties and non-stop excitement found at Ocean Casino Resort's HQ² Nightclub and Beachclub.

1

HQ2 AT OCEAN CASINO RESORT | ADRIAN AWARD ENTRY 2023



THE CHALLENGE

With Atlantic City's surge in popularity as the premier destination for day and nightlife, HQ² needed a new website that would inspire visitation, provide users with a clear path to conversion, and fully encapsulate the brand experience — all while complementing the existing look and feel of the Ocean Casino Resort website.



THE OBJECTIVES

To drive visitation to HQ2 and Ocean Casino Resort and gain a competitive edge against neighboring Atlantic City nightclubs, the new HQ² website needed to:

Increase brand recognition

Create a seamless user experience across mobile and desktop platforms

Boost conversions, including an increase in:
A) Ticket sales B) VIP table reservations

RESULTS

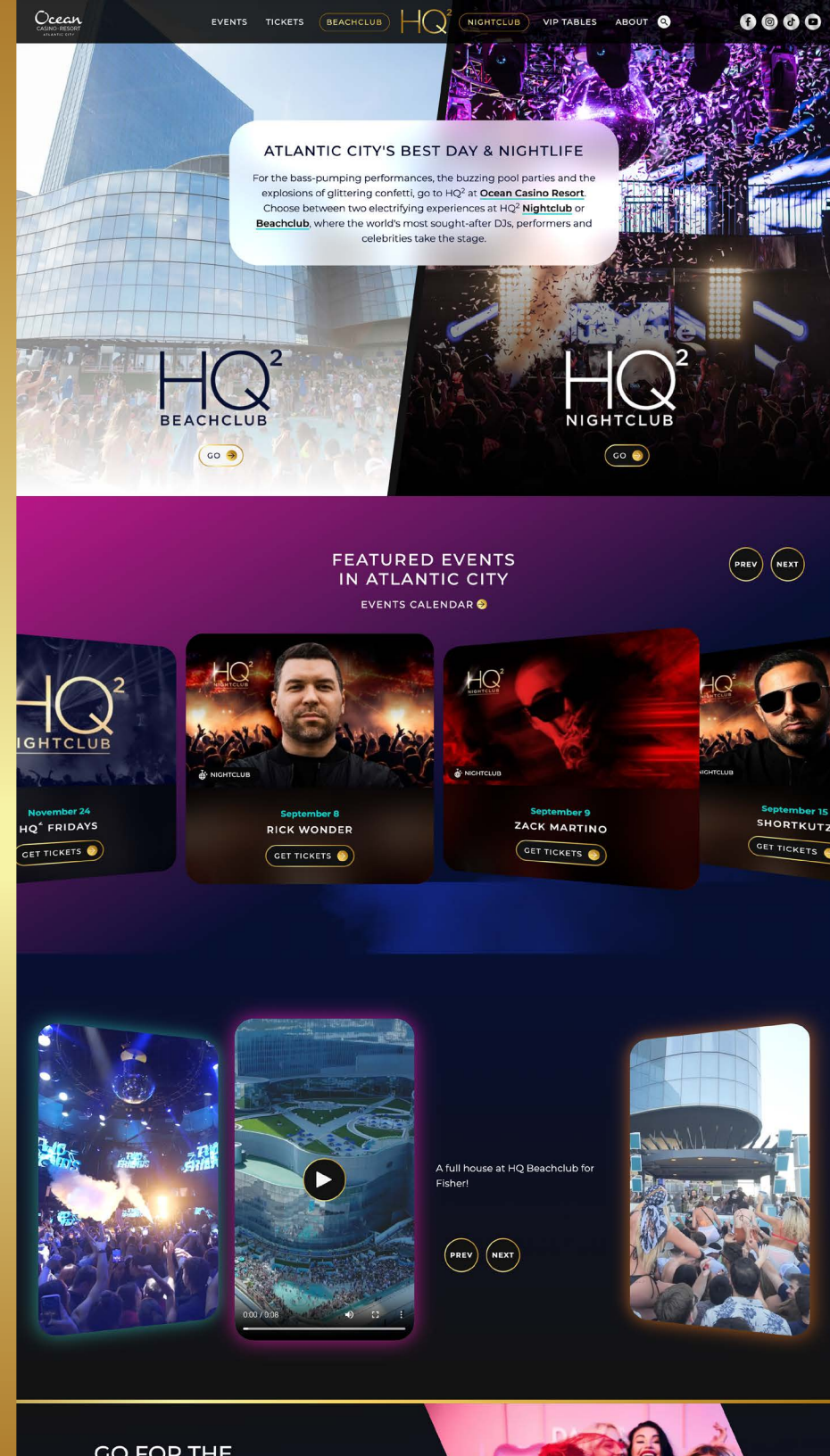
THE EXECUTION

The **hq2ac.com** website draws users in with immersive visual content on its homepage, including a fast-paced hero video. The navigation allows users to explore HQ² as a whole, or venture into the Beachclub or Nightclub sections of the website where different color-ways create a distinct look and feel for both the Beachclub and the Nightclub — emulating the atmosphere of the venue. With take-over modules that seamlessly guide the user from one component to the next and user-generated content and videos that invite user interaction, site visitors can dive into the HQ² experience before they even arrive at the venue.

Compelling copy and calls-to-action, like “Stay Like a VIP” and “Get On the List,” convey the brand’s creative voice throughout the site, and visually distinct landing pages

4

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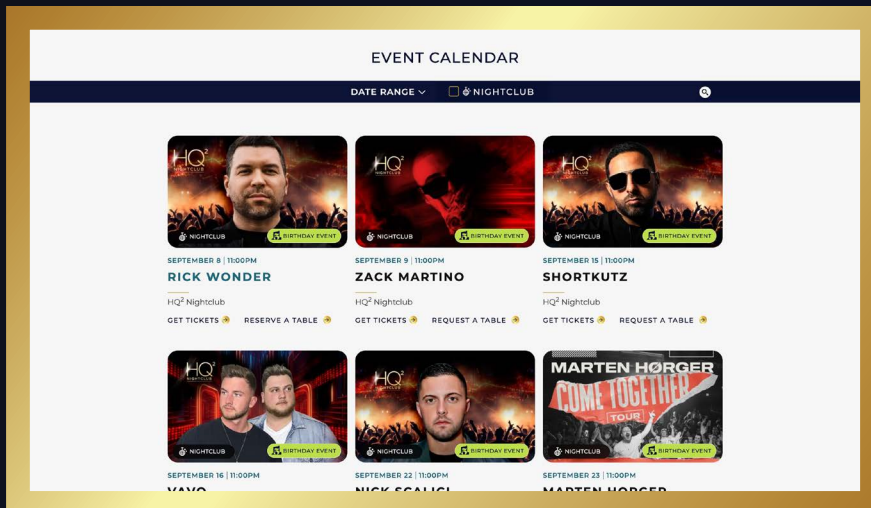


GO FOR THE

RESULTS

guarantee a clear user journey. From the vibrant and lively Beachclub page, to the electrifying and indulgent Nightclub page, each page utilizes dynamic components, like interactive background smoke visuals meant to imitate the smoke guns at the nightclub.

Finally, the new website integrates customized third-party content feeds, including vendor booking systems for ticket sales and VIP table reservations, curated social media feeds and analytics tools in order to effortlessly drive and measure conversions.



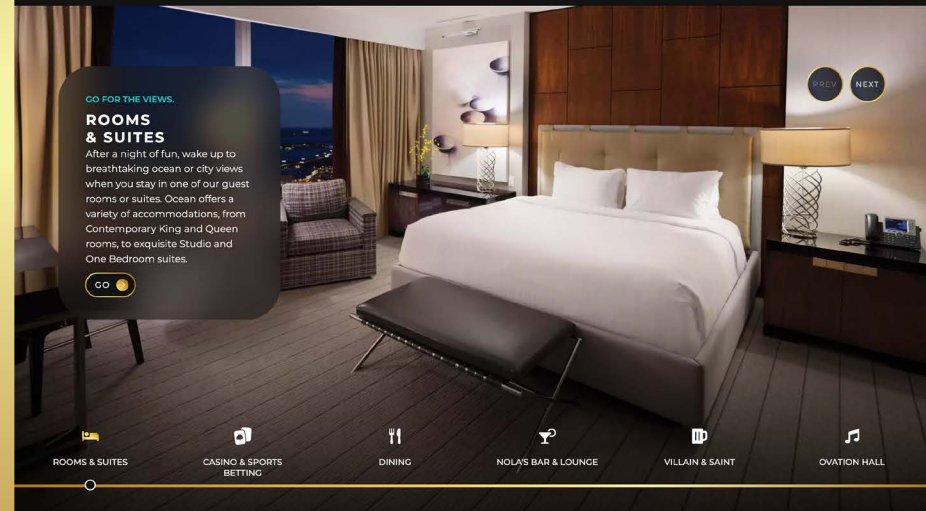
5 HQ2 AT OCEAN CASINO RESORT | ADRIAN AWARD ENTRY 2023

GO FOR THE BACH PARTIES.

Celebrate the bride- or groom-to-be on one of their last nights of freedom at Ocean Casino Resort and HQ2. With exciting nightlife, mouthwatering dining options, infinite gaming experiences and customizable event spaces, unforgettable bachelor or bachelorette parties in Atlantic City are guaranteed.



GO FOR THE PARTY



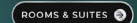
GET ON THE LIST

Sign up for the latest HQ2 news and offers and receive complimentary, one-time-only admission to the fun on a Friday night from 11PM to 12AM.



STAY LIKE A VIP

The party doesn't have to end after a day or night of play at HQ2. Stay in one of our luxurious rooms or suites for the ultimate VIP experience.

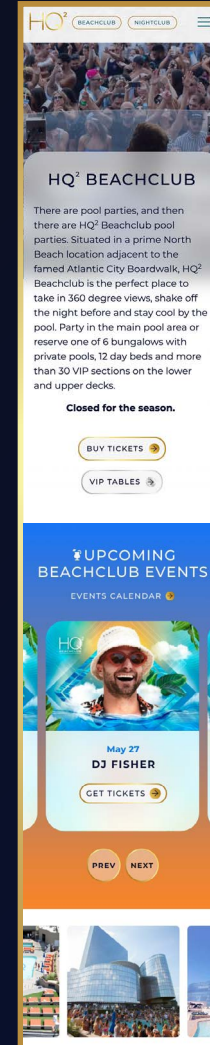
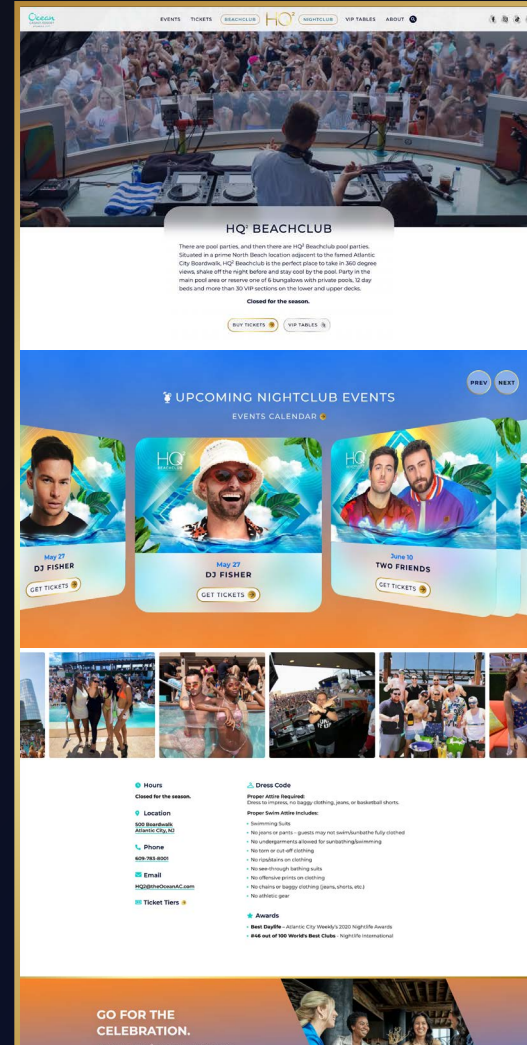
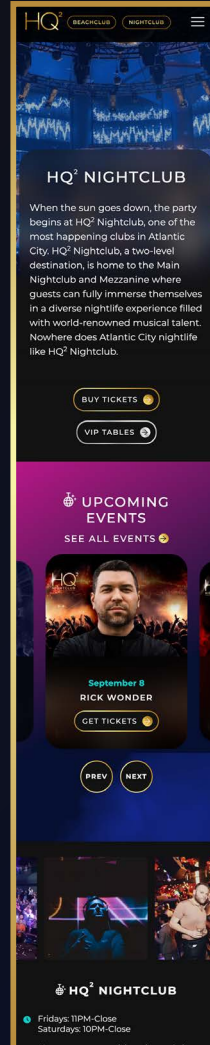
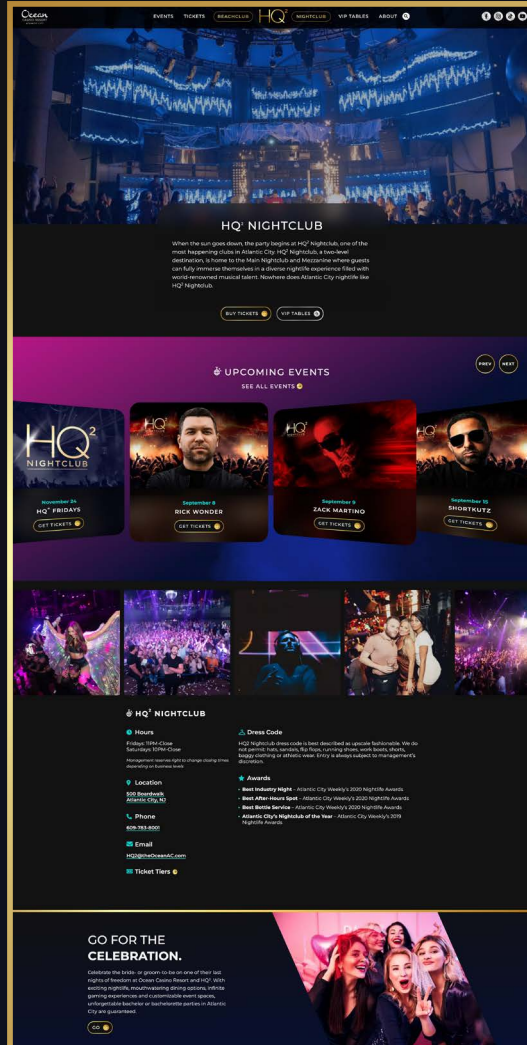


2019 Nightclub of the Year
ATLANTIC CITY WEEKLY

Best Bottle Service
2020 NIGHTLIFE AWARDS

100 World's Best Nightclub
INTERNATIONAL NIGHTLIFE CONGRESS

WEBSITE



THE RESULTS

Since its launch on May 24, 2023, the website has seen remarkable improvements YoY. Using the integrated booking engine and analytics, reporting shows:



WEBSITE
USERS:
+366%

WEBSITE
SESSIONS:
+412%



TRANSACTIONS:
12,408

TICKETS SOLD:
24,052

TABLE RESERVATIONS
REFERRAL:
22,362



EMAIL SIGN-UPS:
661

ENGAGEMENT
RATE:
+172%



RETURN ON INVESTMENT

THE TOTAL BUDGET/ACTUAL COST TO DEVELOP THE HQ² WEBSITE WAS
\$61,120*. SINCE ITS LAUNCH, THE WEBSITE HAS GENERATED OVER

\$1.1 million

IN TOTAL TRACKED REVENUE VIA ONLINE TICKET SALES.

**Media Budget and Revenue are confidential and provided for evaluation purposes only. Please do not share these results. Performance may be shared as a percentage increase or ROI.*



ADRIAN AWARD ENTRY 2023:

OCEAN CASINO RESORT HQ2 BEACHCLUB & NIGHTCLUB WEBSITE

CLIENT NAME:
OCEAN CASINO RESORT

TITLE OF ENTRY:
**OCEAN CASINO RESORT HQ2 NIGHTCLUB & BEACHCLUB
WEBSITE DESIGN & DEVELOPMENT (DRUPAL)**

DIVISION:
DIGITAL

CATEGORY:
WEBSITE

BUDGET RANGE:
DIGITAL - MEDIUM

Ocean
CASINO · RESORT
ATLANTIC CITY