



COMPANY CASE STUDY

# CONTROVERSIAL COMMUNICATION



## Objectives

Sports betting is a **dynamic and controversial industry**. As states begin to legalize it, Caesars Sportsbook looked to secure a high-profile public figure and implement a social media campaign to **promote their brand**.



## Challenges

This form of adult entertainment is becoming all the rage, but **laws vary** from state to state. Coordinating partnerships must be done while **navigating adversity**.



## BG Solutions

- **Stay up-to-date** with this trending topic.
- Identify ways to **educate, connect, and partner** with new audiences to destigmatize sports betting.

## BG'S DIRECT IMPACT



**Coordinated the logistics and secured talent** for the commercial shoot



**Assisted with campaign-related posts** and brand shoots for the organization



BG was **rehired to help launch the online betting platform** in the state of Maryland



Caesars Sportsbook  
@CaesarsSports

Did you know [@MattressMack](#) is 2 wins away from his Astros futures bet winning a record 20 million dollars with [#CaesarsSportsbook](#) 🏆?

Did you also know that [@MuggsyBogues](#)' real name is Tyrone?

What do these have in common...not much, but here's [@kenny\\_mayne](#) to explain.

