



## Media Release

# CROWN RESORTS SIGNALS NEW ERA WITH BOLD NEW BRAND

*Here's Where Things Get Interesting*

**24 September 2023:** Crown Resorts (Crown) has today signalled a new era, unveiling a bold new brand for the first time in nearly a decade, recapturing its original spirit as a leading curator of exceptional experiences, entertainment, and tourism in Australia.

The campaign, *Here's Where Things Get Interesting*, is live nationally across television, outdoor, print, and social media, and marks a public shift from a casino and hotel to a world-class entertainment destination.

Informed by extensive research and stakeholder engagement, the new campaign addresses overwhelming national feedback for Crown to bring joy, energy, and life into its cities, and to reinvigorate the experiences guests and visitors have. The research also indicated that Australians want to visit a place where they feel connected to others as well as the city itself; somewhere with an atmosphere and a vibe they can immerse themselves in and safely enjoy.

The new direction centres around creating joyfully elevated experiences for the communities in which Crown operates and is a playful spin on Crown's long held reputation as the home of all things interesting – entertainment, awards nights, celebrity sightings, weddings, gala events, birthdays, TV broadcasts, and just about everything in between.

The first phase of *Here's Where Things Get Interesting* begins with an integrated advertising campaign supported by a program of joyfully elevated events across Sydney, Melbourne and Perth across sport, music, art, dining, and entertainment.

Tomorrow evening, Crown Melbourne will host the AFL's Brownlow Medal in its Palladium ballroom, while in October it will make its return to the Birdcage Enclosure at this year's Melbourne Cup Carnival. Later this month Crown will host renowned sushi master Masami Ouchi from Nobu Japan for a residency at Nobu Melbourne, followed by the arrival of NYC-born mezcal and tequila bar, Ghost Donkey. Crown Perth will be alive with musicals and art this summer with the internationally acclaimed exhibition *Monet in Paris*, the Australian premier of *Chicago*, then *Tina: The Tina Turner Musical*, followed by *& Juliet the musical*.

Crown is also the Australian presenting partner for the Taylor Swift | *The Eras Tour* in Sydney and Melbourne, with Crown Metropol Melbourne set to transform into a hub of Taylor Swift | *The Eras Tour* themed activity through activations and consumer promotions.

Crown Resorts CEO Ciarán Carruthers said: "Today marks an exciting new chapter in Crown's history. Our reimagined Crown brand presents an opportunity to build a culture and character that enriches our cities through tourism, employment, world-class entertainment, hospitality, retail, and dining experiences.

"Over the last two years, we have worked very hard as a business to set Crown on a path to fundamentally change for the better. Upon opening, Crown was renowned as the home of all things interesting, and the place that makes the ordinary extraordinary. With new owners, new management, a new strategy, a new visual identity, and a new experience, we will do so again.

"To us, 'interesting' is the promise of something unique, elevated, unexpected, and memorable. 'Interesting' jolts you from the mundane. Our research told us that Australians expect that from

Crown. As we move forward, interesting experiences will be a critical part of our strategy to energise our cities and supercharge Australia's tourism revival.

"The leadership of this campaign is testament to Danielle Keighery and her team, who have breathed new life into the Crown brand and helped set the company up for future success. Ahead of her upcoming departure from Crown, I'd like to thank Danielle for her enormous contribution and wish her all the best for her future," added Mr Carruthers.

Led by Chief Brand & Corporate Affairs Officer, Danielle Keighery, the new brand direction was created in partnership with pre-eminent Australian brand and creative agency, The Monkeys part of Accenture Song, and is supported by a tailored multi-channel media strategy and launch plan via leading global media agency, Initiative Australia. It centres around interesting and elevated moments across Crown's entertainment venues, globally recognised restaurants, and luxury accommodation facilities.

For more information, please visit: [www.crownresorts.com.au](http://www.crownresorts.com.au)

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