

Lady Luck<sup>®</sup>  
♠♣1964♦♥

# THE DEAL:

## BRAND

MOOD  
POSITIONING  
TARGET

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## THEMES

GET LUCKY!  
LADY LUCK PIN-UP  
CLASSIC LADY LUCK

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## BRANDING TOOLS

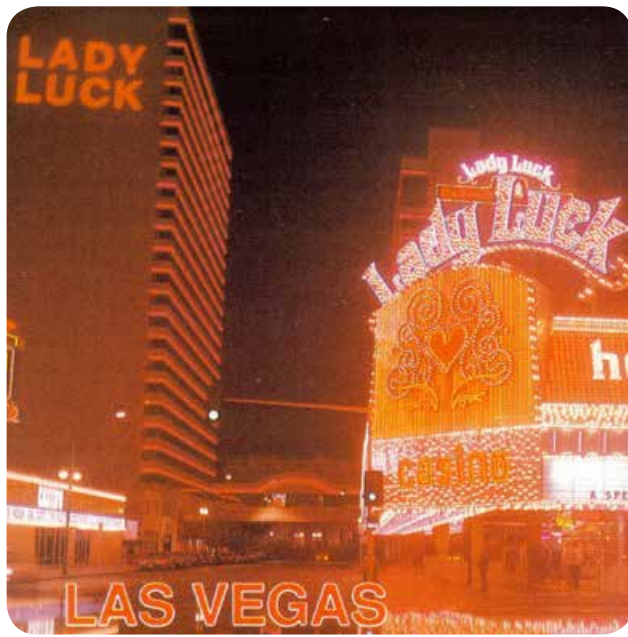
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## THE MANIFESTO:

**LADY LUCK IS THE BRAND FOR TODAY'S "GAMIFIED" LIFESTYLE.** AN ICONIC BRAND THAT HAS EVOLVED OVER GENERATIONS AND IS **THE ULTIMATE SYMBOL OF ADULT LIBERATION, LUCK, ADVENTURE, CHANCE AND POSITIVITY.** PEOPLE WHO EVOKE LADY LUCK PLAY LIFE TO ITS FULLEST, TAKING ON HER CHALLENGES WITH CONFIDENT ABANDON AND REVEL IN HER SPOILS BECAUSE THEY KNOW THEY HAVE LADY LUCK ON THEIR SIDE. AND SHE CALLS US ALL TO **GET OUR GAME ON.**







## CORE VALUES

- Hopes & dreams
- Entertainment
- Excitement
- Thrill
- Adventure
- Living life to the fullest
- Daring rebel



## CORE PURPOSE

TO INSTILL THE SPIRIT OF LUCK, POSITIVITY AND ADVENTURE







A MIX OF LUCK  
& ADVENTURE  
WITH A SPLASH  
OF GAMING  
AND A TWIST  
OF EDGE



## TARGET

- All genders
- Ages 21-29
- Confident
- Positive
- Party-going
- Daring
- Edgy
- Sexy
- Social media Obsessed







**IF MARILYN MONROE AND JAMES BOND  
HAD A BABY BLESSED BY BUDDHA,  
THEY'D CALL HER... LADY LUCK**



LadyLuck®

♠♣1964♦♥



# LET'S ROLL

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