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OTHER FEATURES

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The Insider

Trump trumps his rivals by 'traying' the course

Donald Trump has come up with yet another way to get his face in front of an audience.

Spectator Advertising Solution of Kennesaw, Ga., Trump Hotel & Casino Resorts Inc. and Philadelphia-based Comcast-Spectacor have entered into a deal to display advertising for Trump casino company's Atlantic City properties on the food trays handed out at concession stands at the Wachovia Spectrum and Wachovia Center in South Philadelphia.

The Georgia's company's trademarked StadiumTray product will carry advertisements for Trump Taj Mahal Casino Resort, Trump Marina Hotel Casino and the Trump Plaza Casino Hotel.

Kathleen McSweeney, Trump's senior vice president of casino hotel marketing, said the company is considering using the tray for "bounce back promotions" such as free token and buffet offers at the resorts or hotel room discounts.

Spectators at Wachovia Complex events will probably use the trays to carry hot dogs and beer.

[snip]

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