

06/18/13

**CLIENT: HARRAH'S CHEROKEE CASINO RESORT**  
**PROJECT: RFP -- :30 TV SPOT**  
**TITLE: "WHO NEEDS VEGAS?"**

#### TREATMENT

This commercial concept highlights the proximity of Harrah's Cherokee Casino Resort and all of the exciting opportunities for fun that it offers guests – especially women.

Sweeping images of the beautiful surrounding landscape and quick-cut glimpses into all the available entertainment options (spa, golf, dining, hotel, shopping) that make Harrah's Cherokee Casino Resort so enjoyable – and much easier to get to than Vegas or Atlantic City.

In the end, the commercial brings home the idea that you don't need to travel very far to have a great time. A short drive to Harrah's Cherokee Casino Resort is all you need to unwind and enjoy high-powered entertainment.

#### SCRIPT

*OPEN ON:*

*EXT. NICE HOME IN THE SUBURBS: A pretty young WIFE kisses her HUSBAND, laden with luggage, good-bye.*

HUSBAND: Sorry you can't come to Vegas with me and the boys.

WIFE: Oh . . . don't worry about me. I'll keep busy.

*CUT TO:*

*EXT. CONVERTIBLE WITH TOP DOWN: WIFE drives with three GIRLFRIENDS up a scenic, winding road to HARRAH'S CASINO RESORT.*

*CUT TO:*

*INT. AIRPLANE: HUSBAND sits crowded with his PALS in economy/coach.*

PILOT (V.O.): -- ah.... This is your captain speaking...

*CUT TO:*

*INT. HARRAH'S CHEROKEE CASINO RESORT: WIFE shoots craps, surrounded by her GIRLFRIENDS. A win! Chips galore. The party continues at Ruth's Chris Steakhouse, on the golf course, at a show, shopping, playing slots, poker, at Mandara Spa, black jack. Another win. More chips!*

NARRATOR (V.O.): With Harrah's Cherokee Resort right up the road, who needs Vegas?

*CUT TO:*

*INT. AIRPLANE: HUSBAND and PALS still impatiently delayed and stuffed in coach.*

PILOT (V.O.): Ladies and gentlemen . . . ah, this is your captain again. . . .

*END CARD (LOGO): "HARRAH'S CHEROKEE CASINO RESORT"*