

PHOENIX BUSINESS JOURNAL

Tempe ad agency picks up casino account

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Tempe-based Zion & Zion has picked up advertising, marketing and web development work from the Casino del Sol hotel and casino in Tucson.

The casino is owned by the [Pascua Yaqui Tribe](#) in southern Arizona.

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Casino del Sol is in Tucson.
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CEO Aric Zion said his agency started doing public relations work for the Tucson casino at the end of 2015. That evolved into work on digital and email marketing and then being selected by the tribe for an advertising requests for proposals, or RFP.

“We won it,” Zion said.

Zion & Zion also will develop a new website for Casino del Sol.

Zion said it’s the first time his agency has done ad work for a casino. The Tempe firm has 39 employees.

The Tempe agency’s other clients include Goodwill of Central Arizona, Barro’s Pizza and [Chas Roberts](#).

Zion said he’s more interested in working with clients focused on data analytics rather than specific industries.

Phoenix-based Off Madison Ave has previously done ad work for Casino del Sol. OMA’s client portfolio includes Nike, the Arizona Office of Tourism, Phoenix Art Museum and Romano’s Macaroni Grill.

Mike Sunnucks writes about residential and commercial real estate, government, law, sports business and workplace issues.

<http://www.bizjournals.com/phoenix/news/2017/02/22/tempe-ad-agency-picks-up-casino-account.html>