

MOBILE

Wynn Las Vegas celebrates signature production via Instagram contest

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By JOE MCCARTHY

The Wynn Las Vegas is celebrating the 4,000th run of its “Le Rêve – The Dream” production with an Instagram contest that aims to generate traffic through March.

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Luxury Daily

Interested fans are asked to submit a photo of their favorite moment in Le Rêve to the hotel's Instagram account. For a city that bombards visitors with tireless entertainment, rising above the noise to reach a milestone number of performances is an accomplishment.

“Le Rêve is a highly visual production that sets the stage for countless breathtaking and picturesque moments throughout the 75-minute show,” said Rick Gray, general manager of entertainment operations at [Wynn and Encore Las Vegas](#).

“Instagram’s picture-based platform allows for users to best capture and share these incredible moments,” he said.

“It’s atypical for a show like ours to allow photos, but we wanted our audiences to be able to share their favorite memories of the show once they leave the theater.”

Waking up

Le Rêve is known for its dazzling special effects, fecund set, acrobatics and choreography.

Le Rêve marked the first production show to open at the Wynn Las Vegas. Franco Dragone, also known for his work on Cirque du Soleil, is the director behind the performance.



Photo submission for contest

Guests who are interested in entering the contest must follow @LeReveTheDream on Instagram and post a non-flash photo of a compelling moment of the show to their personal account mentioning @LeReveTheDream with the hashtag #4000Dreams.



Wynn Las Vegas promotional image for contest

Then, participants are asked to visit visitwynn.com/4000dreams to complete the entry form.

The contest runs through March. The winner will be announced April 11.



Photo submission for contest

The winner will receive a two-night stay at Wynn Las Vegas, two VIP Indulgence tickets to the show complete with a bottle of Champagne and chocolate-covered strawberries, dinner for two at Allegro, lunch with cast members of the show, a private backstage tour and meet-and-greet with the cast.

Fans can view the gallery of submissions from the hotel's Facebook page.

As of press time, 36 images had been submitted.

Brand favorite

Instagram has proved to be a reliable platform for hosting contests. Brands across most product categories have found ways to spin contests through the photo-sharing app.

For instance, Rolls-Royce Motor Cars familiarized fans with the scope of its bespoke services through an Instagram contest that asked fans to submit pictures of vibrant colors that would look good on Rolls-Royce vehicles.

The “#RollsRoyceInColour” campaign aimed to instill in consumers the idea that Rolls-Royce vehicles are commissioned rather than bought. The winner of the contest received a scale model of a vehicle painted in the color of the submission ([see story](#)).

Also, Mandarin Oriental Hong Kong furthered its 50th anniversary celebrations with an Instagram contest that compiled a broad range of experiences to give prospective consumers a feel for the area.

The #MOInsider contest asked fans to submit photos of must-see experiences that represent what what Hong Kong and Bangkok mean to them. The deliberately broad

guidelines for the contest likely generated a full view of both environments ([see story](#)).

For regulars at Wynn Las Vegas, the chance to play a more active role in Le Reve will be appreciated.

"The show opened simultaneously with the resort in 2005 and has since redefined the traditional theater experience in Las Vegas," Mr. Gray said.

"It's one of the many crown jewels of Wynn Las Vegas and has been seen by nearly four million people worldwide. 'Le Rêve – The Dream' has become synonymous with the resort and crowds continue to embrace it after more than 4,000 shows."

Final Take

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