

GambleAware

SAFER BETTING CAMPAIGN – AGENCY BRIEF

Introduction

This initial media campaign is part of a public health education strategy for gambling that will develop over time, and follows commitments made by advertisers and broadcasters to DCMS in response to the current Gambling Review; to run *“a major responsible gambling advertising campaign... to raise public awareness of risks associated with gambling...”*.

Within the broader public health imperative to prevent gambling-related harms, the specific impetus for this campaign is to impact on the current growth in sports betting fueled by the heavy promotion around live sport and the expanding opportunities to bet (both on and offline) especially amongst younger men.

This brief has been informed by consultations with experts in gambling and other addictive behaviours and also consumer research. The identified problem the campaign seeks to address is **the normalisation of frequent betting behaviours**, behaviours increasingly recognised by bettors themselves, with frequent bettors reporting that they feel they are gambling less than the norm for their peers.

To be clear, decision-making rests solely and exclusively with the Campaign Board members having listened to the advice of a wide-range of stakeholders, and subject only to the final approval of GambleAware’s full Board of trustees.

We acknowledge that, with a limited budget relative to the volume of gambling advertising – and little global evidence from good quality evaluations of examples of campaigns that have achieved significant behaviour change – the ambitions of this campaign are challenging and should only ever be seen as one step on the journey to a broader ‘whole system’ approach to preventing gambling-related harms.

Overall Health Policy Objectives

To reset the behavioural and social norm towards moderation, helping to prevent the harms that can result from frequent gambling; specifically:

- To help moderate the gambling behaviour of frequent sports bettors
- To change attitudes more broadly, increasing societal consciousness and conversation around the risks of excessive, often impulsive betting.

Research shows that frequent gamblers – and in particular those with a tendency to gamble impulsively, bet in-play, often chasing losses – are most at risk of gambling harms.

Target Audiences

1. **Behaviour Change Audience** – Segments A, B and C from the YouGov Segmentation Research (‘Escapists’, ‘Strugglers’ and ‘In-The-Know’), which have in common: frequent betting behaviours (with online football betting their most frequent activity, often in play); a high prevalence of risky behaviours/ high PGSI; a tendency to impulsive behaviours, such a chasing losses and gambling when drunk); some readiness to moderate (see Appendix for fuller segment summaries).
2. **Campaign Audience** – the broader audience of frequent male sports bettors aged 16-34 who will form the core media audience (gambling 2 or more times a week, mainly online, mainly football); not ‘problem gamblers’ but often ‘at risk’ in PGSI terms
3. **Wider Gambling Audience** – other gamblers who will also see the campaign

4. **Influencer Audiences** – Family, children, partners, peers, wider sports industry, opinion formers

Campaign Objectives

1. Change attitudes and provoke conversation on the moderation of frequent sports betting, and the avoidance of impulsive, risky behaviours such as chasing losses in the heat of the moment. (All audiences)
2. Increase the numbers of frequent sports bettors taking steps to cut down their gambling, both generally and by deploying specific moderation techniques and aids. (Behaviour Change Audience)

Campaign Strategy

Watch out for the bets you know you will kick yourself for the moment you make them

Betting is gambling but sports bettors categorically define themselves as Bettors, not Gamblers. This is because of the notion that sports betting is all about applying skill based on perceived knowledge rather than the randomness of 'gambling', such as roulette in a casino. They do however acknowledge occasions of ill-considered gambling, where they have a niggling feeling that they are making a bet that they shouldn't really make. Such bets are often made in the heat of the moment, often encouraged by the 24/7 accessibility and high-level of marketing and promotional prompts around gambling. Our campaign will tap into the 'I shouldn't really, I'll kick myself' feeling, provoking self-appraisal and self-reflection around such moments of ill-considered betting.

From the YouGov Research, common impulsive, ill-considered moments for Segments A, B, C where considered betting can turn into risky gambling include:

- Chasing losses
- Betting just because you are bored
- Betting late at night or when drunk
- Betting on a sport you don't know much about
- Betting when not paying full attention
- Spending more than your normal limit
- Betting in-play can be a factor the above

Behaviour Change Framework (EAST – understand and address barriers to change)

1. **Easy** – We are not telling people to give up something they enjoy, rather helping them cut out the excess, more impulsive bets that they usually regret, and more broadly moderate their betting (e.g. via visibility tools)
2. **Attractive** – Building self-esteem via being more skilful, considered and in control
3. **Timely** – Around times when they bet or think about/plan betting – messages potentially tailored to both 'cold' states (before or after the event/ more rational) and 'hot', in-play moments (need to be more emotional to cut through), dependent on final media strategy
4. **Social** – spark conversations (and gentle interventions) with, partners, peers and family

KPIs/ Measurement (to be refined in the light of specific campaign development)

Attitudinal/ Awareness

- Increase in consideration of steps to moderate my betting
- Increase in 'with more and more opportunities and prompts to bet, you have to take more care to stay in control of your betting'
- Increase in thinking more about my betting and learning from my mistakes
- Increase in awareness of the negatives of impulsive bets
- Increase in conversations with about moderation of gambling (generally, yours, others)
- Media coverage/ social listening around moderation of betting/campaign themes

Behavioural

- Increase in numbers making efforts to reduce their betting
- Increase in uptake of moderation techniques (both personal and external help) – both reported via research and operator data
- Increase in ‘cutting out more impulsive, less considered bets that I shouldn’t have made’
- Uptake of any visibility/ moderation tool we develop

Watch Outs/ Executional Guidelines

- Target the ‘I shouldn’t really moment’, not the bettor
- Don’t be didactic, ask questions prompt self-reflection
- Avoid ‘othering’ – keep the campaign ‘aperture’ wide and be relevant to a broad audience of ordinary gamblers at risk to low-level gambling harms, not ‘people with problems’ (= not me)
- Don’t stigmatise people with gambling-related problems (counterproductive).
- Shock tactics or an over-serious or bleak tone unlikely to connect (activates ‘othering’)
- Unintended consequences – inadvertently making gambling more attractive to our target audience or others seeing communications around live sport (e.g. young adolescents).
- **Specifically, we need to avoid any outtake that gambling is bad/ risky, but betting is OK/ not risky; in reality (if not perception) sports betting is very much gambling with the risk of attendant harms**

Media / Scope

An initial 2-year commitment with total annual budget will be £5-7 million (to include agency fees, production and research), to commence Autumn 2018

Some of the space will be donated and it is anticipated that a large part of the effective budget will relate to placements on TV around live sport and related coverage (e.g. online and in print). This will tend to mirror the placement of gambling advertising and as such is well-targeted against gamblers, as well as helping counterbalance its impact. (NB. ITV donated media will be around their racing coverage, and integrated with it – to be produced by ITV in conjunction with the agency; Sky, BT Sport and C4 will just donate space).

It is anticipated that the rest of the budget will be deployed in a more targeted way against younger male sports bettors, for instance on radio, online, in social media (e.g. publisher partnerships such as LADbible) and using space donated by sports clubs in-venue and other owned media. We need a big, flexible idea that will work across multiple environments.

BeGambleAware.org

This will be the online hub for the campaign and carried on all communication. It is there for information – we are not seeking actively to drive response in terms of offering treatment.

EXPECTATIONS FOR AGENCY RESPONSE

- An overall creative platform / organising idea to sit within a whole system, public health campaign approach
- Examples of how this would be executed across a broad range of media (and social) channels – with a premium on ideas designed to generate strong PR and earned media
- Consideration should also be given to how potential partnerships with sports clubs (especially football) and pub groups could be leveraged by the campaign
- Any ideas that flow from this in terms of more direct, individual interventions and tools – beyond the media campaign – to help drive behaviour change/ make setting limits easy
- Implications for BeGambleAware.org as the online hub for the campaign

APPENDIX – 6 SEGMENT SUMMARY

More detailed analysis and profiling is underway, but here we summarise the defining characteristics of each segment, based on the survey sample of 2097 male aged 16-45 who gamble on football (online or in person) or online casino games at least every 4 weeks .

There are 13.3m males aged 16-45 in the UK population, of whom 28% gamble online at least every 4 weeks = 3.8m (estimated from the Gambling Participation Survey).

The YouGov survey was based on this universe of 3.8m 4 week online bettors (plus in person sports bettors) aged 16-45, reducing to 2.6m when looking at our core focus of those aged 16-34.

Our 'bulls eye' for behaviour moderation is segments A, B, and C. These 3 segments together comprise 32% of all monthly online bettors aged 16-45 (= 1.2m bettors), but account for 70% of time spend gambling of the total group, probably more in terms of money staked. As such they represent the majority of the immediate 'risk pool'.

When looking at our core focus of 16-34 year-old men, segments A, B, and C account for 33% of monthly online bettors in this group (= c.0.85m). NB. in terms of key behaviours and attitudes, age differences are in fact quite small – the segment profile of 35-45s is very similar to that for 16-34s.

While each of the 3 segments have their own characteristics, there are a number of key common factors to build on:

- Much more frequent bettors than the average (and strong embracers of in-play)
- While they gamble more broadly, online football betting is their most frequent gambling activity
- High prevalence of risky behaviours/ high PGSI scores
- Tendency to impulsive behaviours, low self-efficacy, low ability to delay gratification, often find it hard to manage household income (especially Segments A & B)
- Awareness that they probably gamble too much and readiness to consider behaviour moderation

Segments A and B traits are most pronounced in these terms, and would be our main focus in terms of insights for communications. Segment C bettors are heavy bettors and still exhibit significant risks, but are more considered and in control of their decision making and finances.

Segment summaries follow – please note that the segment names are working titles for the moment.

A – Escapists (10%)

- Spend most time gambling of all segments – much higher on all types, not just football, and although mainly online, the heaviest group in terms of in person betting. Have an average of 3.5 accounts.
- 71% bet in-play.
- Display a range of risky gambling behaviours; the highest PGSI score among the segments.
- Gamble for all reasons but score particularly highly on ‘it helps when I’m feeling tense’ and ‘to relax’.
- Feel they gamble too much and say they are doing something about it; open to moderation methods.
- Mixed attitudes to gambling in society.
- Low self-efficacy; low ability to delay gratification; see themselves as bad with money, find it difficult to manage household income, slightly younger than average.

B – Strugglers (10%)

- Spend second highest amount of time gambling, other sports online and online casino games, average 3.3 accounts.
- 64% bet in-play.
- Display a range of risky gambling behaviours, particularly betting while bored. The second highest PGSI score among the segments.
- Gamble to make money, escape boredom and because they worry about not winning. Aware they gamble more and spend more than average.
- Feel they gamble too much and are doing something about it; some openness to moderation methods.
- Generally negative attitudes to gambling in society: agree gambling should be discouraged; it’s dangerous for family life; there are too many opportunities to gamble. Disagree most people who gamble do so sensibly, gambling good for society.
- Life generally tends to be a bit of a struggle: low self-efficacy; low ability to delay gratification; see themselves as can’t be trusted with money; find it very difficult to manage household income. Lower social grade.

C – In-The-Know(12%)

- Gamble more than average (for survey respondents). Online football and other sports. Have joint most (3.5) gambling accounts. Gamble as regularly as Segment A, but for shorter duration per session.
- 73% bet in-play – highest among the segments.
- Display a range of risky gambling behaviours (broadly similar to segs A and B) but much lower PGSI score than those segments.
- Above average on all motivations to gamble but particularly for the sense of achievement.
- Aware they gamble a bit more than average and have some concerns about their gambling.
- Generally positive attitudes to gambling in society (agree people have the right to gamble, it is good for society and it livens up life. Disagree it should be discouraged).
- Reasonably high self-efficacy; middle-high ability to delay gratification. No problems managing household income.

D – Moderates (23%)

- Fairly infrequent gamblers, 1.8 days a week for 0.6 hrs. Below average for all types of gambling apart from football online.
- 64% bet in-play
- Display some risky behaviours but much lower than the above segments; relatively low PGSI scores
- Most likely motivations are to win money and because it's exciting.
- Think they gamble a little less than average, have slight concerns about their gambling and few issues.
- Generally mixed/neutral views to gambling in society
- Reasonably high self-efficacy; middle-high ability to delay gratification. Generally find their household financial situation easy/manageable.

E – Fans (24%)

- Fairly low levels of gambling, slightly more frequent but shorter duration than Segment D. Below average for all types of gambling, mainly bet on football online.
- 52% bet in-play
- Display relatively low level of risky behaviours; low PGSI score.
- Gamble because it's fun and exciting - a hobby
- No concerns about their gambling; no issues caused by it; see themselves as gambling much less than average.
- Generally positive attitudes to gambling in society (believe people should have a right to gamble whenever they want, most people gamble responsibly. Disagree there are too many opportunities, gambling is dangerous for family life and should be discouraged).
- High ability to delay gratification; high self-efficacy. Find managing household income very easy.

F – Dabblers (21%)

- Lowest level of gambling, infrequent and short duration. Low on all types of gambling and all reasons for gambling.
- 33% bet in-play
- Lowest level of risky behaviours; lowest PGSI score.
- Low on all motivations for gambling.
- No concerns about their gambling and no issues from it, believe they gamble much less than average.
- Some negative attitudes to gambling in society (disagree people have a right to gamble, gambling is good for society, gambling livens up lives).
- High ability to delay gratification; high self-efficacy. Find managing household income very easy.