

Minutes of the Safer Gambling Campaign Board

DATE	Monday 10 September 2018
TIME	10.30am – 12.30pm
VENUE	Linnean Society Of London, Burlington House, Piccadilly, London W1J 0BF

PRESENT	INITIALS	NOTES
Board members		
Professor Sian Griffiths	SG	Chair and GambleAware Trustee
Sheila Mitchell	SM	Public Health England
Professor Marcantonio Spada	MS	Academic
Marc Etches	MWE	GambleAware Chief Executive
Observers		
Tim Livesley	TL	Responsible Gambling Strategy Board Secretariat
Max Beverton	MB	Sky, representing broadcasters
Tracy Lee	TL	DCMS
Rachel Redwood	RR	DCMS
Beth Giles	BG	DCMS
Professor Anthony Moss	AM	Academic
Sarah Hanratty	SH	Senet Group
Gillian Wilmot	GW	Senet Group
Stephen Woodford	SW	Advertising Association
Dan Waugh	DW	Industry consultant
IN ATTENDANCE		
Iain Corby	IC	GambleAware Deputy Chief Executive
Zoe Osmond	ZO	GambleAware Campaign Advisor
Chris Baker	CB	GambleAware Consultant
Sophie Lean	SL	M&C Saatchi
Giles Hedger	GH	M&C Saatchi
Kate Bosomworth	KB	M&C Saatchi
APOLOGIES		
Teresa Owen	TO	Betsi Cadwaladr University Health Board

1. Welcome, apologies and declarations of interest

SG welcomed the Board and its observers to the meeting.

Dr Crawford Moodie had left the Board due to other academic commitments. Professor Gerda Reith had also stepped down. Professor Marcantonio Spada from London South Bank University had agreed to join the Board.

Apologies were received from TO, who had communicated in advance her support for the emerging focus of the campaign.

Other than interests held by way of individual employment, no further interests were noted.

2. Minutes of the last meeting

Minutes of the last meeting held on 18 June 2018 were approved.

3. Progress Report

IC presented outcomes from interviews, feedback and research secured to develop a revised creative brief. This included:

- **Experts:** Input had been secured from Professor Antony Moss, Professor Marcantonio Spada, Colin Shevills, as well as earlier feedback from Dr Crawford Moodie, Professor Gerda Reith, and the paper written by Professor Alexander Blaszczyński and Dr Sally Gainsbury.
- **Quantitative research:** Data from a topline report from YouGov sample of 2,097 male gamblers aged 16-45 yrs old had just been received and work was ongoing to develop a cluster analysis to improve campaign targeting and messaging.
- **Qualitative research:** Focus groups were conducted by The Nursery with 4 groups, split between Watford and Glasgow, and by age between 16-24 yrs and 25-34 yrs. The report has been circulated in full to all Board members.
- **Desk Research:** Including a review of global advertising campaigns including the 100 day challenge from Australia, 'Don't Suffer Alone' campaign from Canada, SportsBet's 'Take a Break' campaign, DrinkWise Australia campaign and Ohio's 'Be 95%' campaign. This review of international evidence shows that there is no gold standard or evidence-based approach. DW also added the need to review British Columbia 'Game Sense' campaign.
- **Advisory Panel input:** IC updated the Board on the outcomes of the Advisory Panel meeting and reassured the Board that the Advisory Panel will be kept involved and that all key reports and briefs will be available on the new dedicated website section of GambleAware's site, giving all wider audiences an opportunity to input.

General Comments:

SW enquired if all of the above was in line with previous research and reassurance was provided that where there was an overlap in research areas, there was consistency.

4. Campaign Proposition

M&C Saatchi gave a presentation on the development of a revised creative strategic framework.

SM added that the Gambling Commission had commissioned PHE to conduct a literature search and that the outcome of this will be shared with this Board.

TL added that the Minister would welcome that campaign development takes into consideration the input of gambling addicts in some way. TL also added that the Minister was supportive of a creative approach that adopted an emotional context for people to engage with and would like to see the creative work in development.

Following discussion, the Board unanimously approved the outline creative strategic framework.

Action: The campaign team (M&C Saatchi & GambleAware) to develop the final revised creative brief which will be shared with the Board for approval and move to creative development within this framework.

Creative ideas will be shared with the Board throughout development.

The timing will focus on a campaign launch before Christmas – although it was noted that this needs to be managed around a busy PHE schedule running from 17/12 – 1/4.

5. Media Agency

GambleAware will complete the search for a media agency to work with M&C Saatchi on campaign planning and buying. The Board decided to exclude any agency which currently works with a gambling operator.

6. Commercials

The M&C Saatchi contract and commercials are being finalised. It was noted that M&C Saatchi had agreed to extend their contract from 12 months to 15 months within the same total fee to take allow for the strategic review.

Action: GambleAware to go back to the industry to secure funding for this campaign as per the original commitment to the Minister (currently development costs have been underwritten by GambleAware). DCMS pledged support to help secure these funding commitments if required.

Action: Atlas Communications to prepare a formal proposal based on the M&C Saatchi framework and forthcoming final creative brief.

7. Any other business

ZO was introduced as Campaign Advisor working with GambleAware to deliver this campaign.

Next meeting:

Thurs 15 November 2018 at 2pm-4pm at the Linnean Society, Burlington House, London W1J 0BF