

## Minutes of the Safer Gambling Campaign Board

<b>DATE</b>	Thursday 15 November 2018
<b>TIME</b>	2.00pm – 4.30pm
<b>VENUE</b>	M&C Saatchi, Golden Square, London

<b>PRESENT</b>	<b>INITIALS</b>	<b>NOTES</b>
<b>Board members</b>		
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
Beth Hiles	BH	DCMS
<b>Advisors</b>		
Justyn Larcombe	JL	Former service user
Professor Anthony Moss	AM	Academic advisor
<b>Observers</b>		
Max Beverton	MB	Sky, representing broadcasters
Rachel Redwood	RR	DCMS
Stephen Woodford	SW	Advertising Association
Dan Waugh	DW	Industry consultant
Gillian Wilmot	GW	Senet Group Chair
<b>IN ATTENDANCE</b>		
Iain Corby	IC	GambleAware Deputy Chief Executive
Zoe Osmond	ZO	GambleAware Campaign Advisor
Sophie Lean	SL	M&C Saatchi
Giles Hedger	GH	M&C Saatchi
<b>APOLOGIES</b>		
Tracy Lee	TLEE	DCMS
Tim Livesley*	TL	Responsible Gambling Strategy Board Secretariat
Teresa Owen*	TO	Betsi Cadwaladr University Health Board

\*Provided comments in advance of the meeting

## 1. Welcome, apologies and declarations of interest

SG welcomed the Board and its advisors and observers to the meeting.

Apologies were received from TO and LV, both of whom had offered input in advance of the meeting. TLEE also sent her apologies and BH took her place on the board.

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 10 September 2018 were approved.

## 3. Progress Report

IC updated on the board on progress since the last meeting, including the agreement by board members to a revised Creative Brief.

He noted DCMS were now, corporately, a full member of the board, rather than an observer.

He highlighted board decisions made by correspondence to appoint Goodstuff Communications as the media buying agency, and Ipsos Mori to conduct tracking of the campaign. Papers recording the competitive appointment processes, and addressing any conflicts of interest arising from other clients, were noted.

IC confirmed that Goodstuff had presented initial ideas on a media plan which were now being refined to focus efforts in certain periods, with an underlying "always on" element throughout the two-year campaign. As well as a plan within the committed budget of 3m, a stretch plan for £5.56m had been developed which would achieve equivalent coverage to a major bookmaker. It may be possible to move towards this with additional donated media, particularly from social media platforms.

**ACTION:** IC will work with MB to convene a meeting between Goodstuff and the donor broadcasters.

IC and ZO had met the Remote Gambling Association which offered to contact leading operators in advance of GambleAware writing to them to secure the cash funding envisaged for the campaign.

**ACTION:** The charity will write to the top thirty operators in the week commencing 19 November 2018.

## 4. Campaign Monitoring and Evaluation

HO was introduced as a consultant appointed to manage the external, independent evaluation of the campaign, and presented the approach.

**ACTION:** It was agreed the evaluation should begin immediately, to ensure early learnings can be incorporated into campaign delivery, and findings would be published in full.

SM suggested opportunities for further data beyond the Ipsos Mori tracking e.g. operator data on use of RG tools and the mix of products purchased. DW suggested the Gambling Commission's Behaviour and Attitudes survey would be helpful, and it may still be possible to adjust it to reflect the campaign.

## **5. Campaign Strategy and Creative Proposal**

M&C Saatchi presented a reminder of the campaign strategy and two creative routes – “Don't get sucked it” and “Don't bet on it”. In each case, the agency applied the behaviour change model adopted for the campaign – alert, motivate, support, sustain.

SG invited all attendees to share their views and make suggestions on each route.

## **6. Commercials**

IC reported that there was an opportunity to challenge a recent HMRC interpretation of the VAT exemption for charity advertising, which could potentially save 20% of a large share of the campaign's total budget. This would be considered by GambleAware trustees but the board accepted there was a business case for the campaign's funds to be used to secure further advice and lobbying.

## **7. Any other business**

IC highlighted the multi-layered public health campaign activities being undertaken by GambleAware

- Love The Game campaign challenging the relationship between football and gambling
- Aberdeen Experiment
- Citizens Advice outreach

### **Advisors and Observers left the meeting**

## **8. Board Members only Discussion**

Following the creative presentation and subsequent discussion, the Board reconvened and agreed that the following key points should be taken on board by the Agency in developing the Safer Gambling campaign;

Out of the two routes presented, the Agency should work on the “Don't bet on it” campaign – due to its relevance to the betting context – but there are some significant executional points to take into consideration;

- Strengthen the campaign idea in order to **provoke** self-reflection.

- To define the creative idea beyond being transferred to betting situations and in doing so, ensure that the idea can work in different environments and across different channels and assets. (Within the work presented, there was more favour for the PR idea around the horse Chasing Losses – as it prompted reappraisal)
- Paradoxical situations are relevant as part of the journey to prompt reappraisal but please include scenarios that are part of the bettor's world (Premiership Match situation far better than Panama)
- Use of a question drives engagement prompting the bettor to reappraise their action. 'Don't bet' to be disbanded and consider a line that asks something along the lines of 'do you really want to bet?'
- Mugbet has great appeal as a short hand to risky impulsive bets . Please give strong consideration to how this relatable language will be included as part the campaign.
- Focus at this stage on developing the core campaign idea around chasing losses (the best shorthand to signposting risky bets and underlines the salient point around repetition).
- GambleAware: to be included as a call to action – potentially adding to the website URL to make it clear that it is a place to go for advice and support.
- Executional: Avoid yellow (too similar to the Senet campaign) – we need to curate our own proprietorial look and campaign feel which in turn will drive reappraisal.

The Board also outlined its expectations for immediate next steps

- M&C Saatchi to be asked to rework taking into account the points above by 26 November
- Members of Board (and advisors for comment) to see revised idea for approval
- Approved idea will be sent to the full Board (including observers)
- A pre-New Year launch across PR and social media channels
- Going live with core television campaign around beginning of Feb if DCMS agree

## **Next meeting:**

Early 2019, once early campaign media data is available for review tbc