

## Minutes of the Safer Gambling Campaign Board

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|--------------|--|
| <b>DATE</b>  | Thursday January 16 <sup>th</sup> 2020 |
| <b>TIME</b>  | 2.00pm to 4.00pm                       |
| <b>VENUE</b> | M&C Saatchi                            |

| <b>PRESENT</b>              | <b>INITIALS</b> | <b>NOTES</b>                                 |
|-----------------------------|-----------------|--|
| <b>Board members</b>        |                 |  |
| Professor Sian Griffiths    | SGr             | Chair and GambleAware Trustee                |
| Marc Etches                 | MWE             | GambleAware                                  |
| Sheila Mitchell             | SM              | Public Health England                        |
| Mary Miller                 | MM              | DCMS   |
| Professor Marcantonio Spada | MS              | Academic                                     |
| <b>Observers</b>            |                 |  |
| Brigid Simmonds             | BS              | Betting & Gaming Council                     |
| Matthew Field               | MF              | Sky Broadcasting                             |
| Stephen Woodford            | SW              | Advertising Association                      |
| <b>IN ATTENDANCE</b>        |                 |  |
| Zoe Osmond                  | ZO              | GambleAware Communication Director (Interim) |
| Helen Owen                  | HO              | GambleAware Research Consultant              |
| Chris Baker                 | CB              | GambleAware Consultant                       |
| Jen Gould                   | JG              | GambleAware Communications Manager           |
| Tim Duffy                   | TD              | M&C Saatchi                                  |
| James May                   | JM              | M&C Saatchi                                  |
| Carole Raeber               | SL              | M&C Saatchi                                  |
| Richard Barker              | RB              | M&C Sports & Entertainment                   |
| Steven Ginnis               | SG              | Ipsos Mori                                   |
| Joe Wheeler                 | JW              | Ipsos Mori                                   |
| Rob Donnellan               | RD              | Goodstuff Media                              |
| Ben Parkinson               | BP              | Mirum  |
| <b>APOLOGIES</b>            |                 |  |
| Beth Hiles                  | BH              | DCMS   |
| Teresa Owen                 | TO              | NHS Wales                                    |
| Tim Livesley                | TL              | Advisory Board of Safer Gambling Secretariat |
| Professor Anthony Moss      | AW              | LBSU   |

## **1. Welcome, apologies, and declarations of interest**

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

Apologies were received from Beth Hiles, Theresa Owen, Tim Livesley and Anthony Moss.

## **2. Minutes of the last meeting**

Minutes of the last meeting held on 7 November 2019 were approved.

## **3. Progress Report**

ZO updated the board on campaign activity for Q4 including the introduction of David James as a Safer Gambling Ambassador with 6 short content films and development of the FSA partnership to include partnership at the FSA awards with a new Safer Hands Award.

A tracking study of 200 interviews from a sample representative of the main campaign audience had been undertaken to assess the impact of the David James content. This research found that the films were highly engaging with high unprompted awareness and strong communication from a low media spend. 79% of the audience approve the use of a celebrity like D James.

Total campaign media spend for 2019 stands at £3,291,962 of which £1,312,549 was donated and the remainder funded from GA reserves.

## **4. 2020 campaign development**

### **4.1: Q1 Campaign Activity:**

**New campaign development** is in hand but the new phase of campaign development will not be complete until mid-April. Meanwhile, it is proposed to produce 2 new content films with D James to run as part of the digital always on strategy to continue to drive awareness of Bet Regret.

**A safer gambling digital hub** will be launched on the Football Supporters Association website to encourage clubs to download campaign assets and promote safer gambling in all football environments, going live w/e 24<sup>th</sup> January 2020.

**Impact of whistle to whistle ban:** Goodstuff media presented updated data showing that investment in sports betting advertising was up 9.9% yoy and that the W2W ban had in fact led to an increase in digital and outdoor media channels spends.

### **4.2 New campaign development:**

**Behaviour change:** Tracking study data of the Bet Regret campaign showed that self-awareness is high amongst the target audience, and that there is an upward trend in those taking action to change their behaviour. There is a high receptiveness to the think twice message, but not always followed by action when it comes to moderating their gambling behaviours. To address this, work is underway to develop support by providing the target audience with a simple nudge to pause and reconsider.

**Logic model & campaign objectives:** M&C Saatchi presented an update to the existing logic model to confirm a key shift focus from better to behaviour, underlining that the 2020 campaign objectives are to focus on preparation & action (*To help frequent sports bettors ready to change*

*to cut down by avoiding risky impulsive bets*) in the SGC framework with a halo effect on awareness of the risks of impulsive betting. This was approved by the SG board.

To take the campaign forward, 4 concepts had been prepared and were put into research, namely Close the app before you decide, Say the bet, Take a quick look at yourself and Set limits. SG from Ipsos Mori presented the research findings which confirmed that Close the App was the most appealing and was not restricted by social situations.

From this, M&C shared 3 potential creative routes titled 'It's tap out time', 'screensaver yourself' & 'swipeout for timeout'.

All routes were favourably received by the Board and agreement was given to move to creative research to be conducted by the Outsiders in Cardiff, Glasgow and London w/c 27<sup>th</sup> January.

Subject to the research, final creative development and production would target a mid-April launch.

**Media:** RD from Goodstuff presented implementational media planning principles for 2020 including 'digitising' broadcast channels, getting closer to the non-stop culture of sports bettors & refreshing our digital 'action' activity. Two top line plans were presented for 2020 based on two budget levels; £3.5M scenario to deliver 2.3% SOV and £5.5M scenario to deliver 3.7% SOV. The SG Board agreed that the higher budget was preferable as it would deliver better value for money and that all activity towards safer gambling should align behind this campaign.

**Campaign extension:** CB presented an update on pre-scoping for a campaign extension looking at both women and online gambling. Following discussion, it was agreed that whilst both sectors are important, women gamblers were a key group as yet under researched and should be prioritised. The Board signed off on the initial costing for the project scoping to include a number of key stakeholder interviews, desk research and academic review.

## **5. Campaign Funding**

ZO updated the Board that future funding requests would be made to the top 15 operators based on a % allocation based of marketing spend, as prepared by Regulus, to accrue to £7M investment (including media, research, agency fees and production) needed for the next phase of the campaign. ZO to follow up with BS from the Betting and Gaming Council separately.

**Next Board meeting: April 23<sup>rd</sup> 2020 @ 2pm**