

TRACKING ADDENDUM – DAVID JAMES SOCIAL MEDIA FILMS

As part of a partnership with the Football Supporters Association, a series of 6 short films featuring ex-England goalkeeper David James ran on Facebook and twitter from 18 September 2019 (and still running at the time of research fieldwork in late November 2019) delivering the ‘Think Twice or You’ll Bet Regret’ message.

These commenced too late to be covered in Wave 4 of the main tracking study but were covered in supplementary research conducted online by Ipsos MORI 21-27 November 2019. The sample matched the Campaign Audience sample for the main tracking survey (male sports bettors aged 16-44), with a cutdown questionnaire covering just campaign recognition and response, rather than the full range of attitudinal and behavioural measures covered in the main survey.

With a total sample of 200 (of whom 122 were in the Behaviour Change Audience), findings should be treated as indicative rather than definitive, but show a very positive picture for a relatively low weight campaign (total campaign cost £75,000), the power of social media for reaching our young male audience, as well as the power of using a relevant personality as a Bet Regret Ambassador.

Key findings relate to the Campaign Audience unless otherwise stated:

- Unprompted awareness related to the broader safer gambling campaigns is high, with just under two thirds (63%) saying they had seen or heard advertising recently ‘encouraging people to think about their gambling and avoid making bets that they regret’, rising to 69% amongst the Behaviour Change Audience and 79% amongst those who recognised the David James films (when shown later in the interview).
- When shown specific references to the David James campaign, 53% recognised seeing at least one of the films, rising to 66% amongst the Behaviour Change Audience. This compares favourably with recognition of social media copy in the main campaign (32% at Wave 4) and indeed recognition of any element of the main campaign, including TV (67% at Wave 4).
- Message take-out from the David James films was good, in line with the main campaign but even more focused on Bet Regret, with the top 4 messages: ‘You shouldn’t make bets that you will immediately regret’ (43%), ‘You shouldn’t let your gambling get out of control’ (37%), ‘It’s easy to get drawn into make impulsive, ill-considered bets’ (36%), ‘There are some bets that you regret the moment you make them, even before you know whether you’ve won or lost’ (33%).
- 55% agreed that ‘they made me less likely to place bets that I will immediately regret’, 54% that ‘they made me think more about the type of bets I do’, and 50% that ‘they encourage me to bet less’ (this being very similar to response to the main campaign).
- The films performed strongly in terms of engagement – with the majority of participants agreeing they are entertaining (58%), memorable (63%), believable (67%) and relatable (56%). When indicatively compared with the mainstage tracker, the David James assets have very similar scores across the four indicators, suggesting both engage the audience well.
- The majority of participants knew it was David James who featured (69%), while a further 14% said they recognised him but weren’t sure exactly who it was. Only 17% didn’t know who it was at all.
- The great majority (79%) felt that it was a good idea to use a celebrity such as David James for the campaign, while just one in ten (10%) felt it was a bad idea.