

Minutes of the Safer Gambling Campaign Board

DATE	Thursday January 21 st 2021
TIME	2.15pm to 3:45pm
VENUE	Virtual Zoom Meeting

PRESENT	INITIALS	NOTES
Board members		
Professor Sian Griffiths	SG	Chair and GambleAware Trustee
Marc Etches	MWE	GambleAware
Professor Marcantonio Spada	MS	Academic
Sheila Mitchell	SM	Former Marketing Director, Public Health England
Teresa Owen	TO	Executive Director Public Health Wales
Mary Miller	MM	DCMS
Muneeb Hafiz	MH	DCMS
Observers		
Brigid Simmonds	BS	Betting & Gaming Council
Stephen Woodford	SW	Advertising Association
Dan Waugh	DW	Regulus Partners
Jeremy Sagoe	GS	Sky Broadcasting
IN ATTENDANCE		
Zoe Osmond	ZO	GambleAware Communication Director (Interim)
Dr Jane Rigbye	JR	GambleAware Director of Education
Jameela Khan	JK	GambleAware Interim Chief Financial and Corporate Services Officer
Helen Owen	HO	GambleAware Evaluation Lead
Jen Gould	JG	GambleAware Communications Manager
Sarah Evans	SE	GambleAware PR & Communications Manager
Chris Baker	CB	GambleAware Consultant
Tim Duffy	TD	M&C Saatchi
James May	JM	M&C Saatchi
Carole Raeber	CR	M&C Saatchi
Sophie Lean	SL	M&C Saatchi
Rob Donnellan	RD	Goodstuff Media
Guy Swadling	GSw	Goodstuff Media
Chris Mounsey-Thear	CMT	Freuds
Charles Napier	CN	Atlas Partners

1. Welcome, apologies, and declarations of interest

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

SG congratulated ZO on her appointment as CEO of GA , and thanked Marc Etches for all his support which she hoped would continue in the future .

2. Minutes of the last meeting

The minutes of the last meeting held on 18th November 2020 were approved.

3. Bet Regret Campaign 2020/21

3.1: Tap Out Burst 1 – recap of findings (Tracking Study):

ZO shared a recap of the key findings from wave 7 of the Tracking Study post Burst 1 (November 2020) which found:

- Positive uplift in both prompted and unprompted recognition – campaign continues to be well targeted at key groups
- The campaign is seen as entertaining and engaging and is more relevant to those who are taking or thinking about taking action to reduce their betting
- The campaign delivers on Tap Out as the key outtake – which builds on rather than replaces wider calls to Think Twice and Avoid Bet Regret
- This does not yet translate into uptake in Tap Out behaviour.

Falling out of the key findings ZO highlighted the clear next step – to encourage the adoption of the behaviour.

3.2: Qualitative research and findings:

Following the findings from wave 7, Ipsos Mori conducted 15 online in-depth interviews using a sample of those who agreed to be recontacted. Three new executions were tested (two week tap out, tap out trainers & my top tap out) alongside the existing TVCs and David James social content. The key finding from this research:

- Tap Out is cutting through, but many bettors are assuming that the message is one of cessation rather than pause and reconsider. Clear opportunity to underline the need to tap out for a moment before placing a bet (to give the bettor time to reconsider) as a ‘don’t bet’ or a quit message
- None of the new concepts or re-edits fully addressed this.
- While ‘tapping out’ per se is not yet normed as a behaviour, the broader idea of pausing and considering before making a decision is generally regarded as a good and sensible thing to do.

3.3: Revised brief & work in progress:

M&C Saatchi and Freuds were provided a brief which has two tasks following the re-contact research:

- Task 1: Update the existing assets.
- Task 2: Tap Out activation brief – building on the findings from the research.

M&C Saatchi presented a creative development update sharing an updated end line – Tap Out – Take a moment – avoid Bet Regret.

Freuds presented the role of talent highlighting that whilst we can look to run existing talent e.g., David James message to camera and the WWE selfie videos, these alone will not be enough to generate cut through and engagement and therefore they shared a number of additional talent recommendations including ‘everyman talent’ and ‘authority talent’ using sport trainers/ managers/

3.4: Media update:

RD presented the latest media update confirming the consistent approach from burst 1 but bearing in mind the learnings from Wave 7 of the Tracking Study. A draft of the media laydown was shared detailing an investment of £1,749,644 for this second burst of activity, of which £904,800 is donated inventory. This activity will be running from 27th February through to early April.

3.5: Dissemination of Safer Gambling Campaign activity:

The narrative report 'Story of Bet Regret' is now published on our website [here](#).

The first draft of the Synthesis report has been shared which looks at the various research strands of the campaign and summarises the findings. The Synthesis report will be published on GambleAware's website in early February. SG thanked all contributors for their hard work on the campaign and report, which given the lessons learnt will be a major contribution to the future of public health campaigning to reduce gambling related harm.

4. Campaign extension to Women:

4.1: Creative development and Research

Following the Scoping Exercise, 8 prevention concepts were developed and tested in research, with low-medium risk female gamblers (with 2CV Research in September 2020). From this, three creative routes were researched by Define (Dec. 2020) with one clear route emerging as the most motivating and relevant across all groups.

SM asked for an update on the logic model for this campaign and requested to ensure that creative development took into consideration insights of every day pressures.

4.2: Budgets

RD presented two top line media scenarios based on a £1m (1.4% share of voice) and a £1.5m (2.1% share of voice) investment.

BS asked if the operators are going to be appraised of the development. ZO confirmed a meeting will be arranged with Gamesys and Tombola given that they were a part of the initial scoping exercise.

8. AOB:

3:15pm the meeting ended to allow for a closed board meeting.

Due to Covid the funded campaign was being extended until May 2021 when the Board would formally cease to exist. However, in view of the value and momentum of the work in addition to the wish to continue to develop the work on women and gambling, SG asked if Board members would be agreeable to extending their tenure over that period. Agreement was given.

GA are keen to fold the campaigning work into the main workstream of the organisation as part of the communications strategy and this will be taken forward over the next few months. The value of external scrutiny and comment was appreciated by the SGC Board and an advisory mechanism for GA campaigns will be considered, building on experience from the Bet Regret Campaign.

Next Board meeting: 25th March 2021 @ 2:00pm via Zoom video link