

Synthesis Report

Bet Regret: Summary of key learnings & insights from a four-year marketing strategy

Written by Ipsos on behalf of GambleAware

September 2024

GambleAware



Foreword

Marketing activities that aim to change behaviour are a key lever used by those in public health to reduce harm in the population. In late 2017 GambleAware were appointed by Department for Digital, Culture, Media and Sports (DCMS) to lead the delivery of such a campaign within the area of gambling harms. This was overseen by the Safer Gambling Board and the Trustees of GambleAware to ensure the campaign governance followed a public health driven approach, and was independent of the gambling industry.¹

GambleAware developed a four-year long marketing strategy (2019 to 2022) which focused on 'Bet Regret', the feeling of guilt or regret you can experience straight after making a bet you wish you hadn't. Feelings of guilt are one of the most common signs of gambling harm (shown by the PGSI scale) and are more likely in certain situations (e.g., when bored or chasing losses). The strategy aimed to address the disproportionate impact of gambling harm which skews towards men 18-34, the majority of whom gamble through sports betting. Year One of the campaign focused on shifting attitudes, Years Two and Three targeted behaviour change among those most in need, and Year Four aimed to change both attitudes and behaviour during a highly relevant event for the audience (the FIFA World Cup Qatar in 2022).

Since the inception of 'Bet Regret', GambleAware's strategy has evolved to include other audiences and priority topics based on insights from key research they commission. In 2022 GambleAware produced a campaign aimed at women who gamble online, alongside adjusting the strategy behind 'Bet Regret' for the World Cup burst. A new focus on reducing stigma in GambleAware's marketing activities was introduced, with the first burst of the Stigma reduction campaign launching in 2023.² The Stigma reduction campaign aims to reduce the stigma around gambling harms and encourage those experiencing harms to seek support,³ and importantly includes both men and women to break down perceptions that this is just a men's issue.

GambleAware are committed to adding to the existing knowledge base in the area by sharing their experiences, by producing specific campaign background and evaluation reports for each campaign

¹ GambleAware, 2021. Avoiding Bet Regret: An overview of the campaign to date. Accessed here: <https://www.begambleaware.org/sites/default/files/2021-07/THESTORYOFBETREGRETFinal.pdf>

² GambleAware, 2023. Let's Open Up About Gambling' stigma reduction campaign evaluation. Accessed here: <https://www.begambleaware.org/sites/default/files/2023-10/Stigma%20reduction%20campaign%20evaluation.pdf>

³ GambleAware, 2023. Background to Stigma Reduction campaign. Accessed here: https://www.begambleaware.org/sites/default/files/2023-04/Summary%20of%20background%20research%20and%20data%20insights%20for%20stigma%20reduction%20campaign_0.pdf

This report builds on an earlier 'interim' synthesis report published in 2021, and focuses solely on the 'Bet Regret' activity.⁴ Our final synthesis report includes the findings from the most recent World Cup campaign activity, and has a stronger emphasis on identifying best practice for those seeking to create behaviour change aimed at minimising gambling harm. The report integrates evidence and insight from the different partners and research sources used throughout the campaign to develop key learnings and recommendations for future campaigns.⁵

We welcome the opportunity to share findings with the wider community and hope the insights here help inform and inspire both future activity relating to gambling harms, and other adjacent public health issues.

It is crucial that those working in the area continue to publish evaluations to enable collective learning from successes and failures, this includes data on industry-led safer gambling campaigns. Increasing the evidence available in this area is essential for improving understanding about what does and does not work.

Ipsos UK

⁴ Ipsos, 2021. Synthesis Report: The use of research in the Bet Regret campaign. Accessed here: https://www.begambleaware.org/sites/default/files/2021-08/20-001116-01%20Safer%20Gambling%20Synthesis%20report%20FINAL%20v5%20ICUO_090721_clean_0.pdf

⁵ All key learnings and recommendations represent the views of Ipsos and not necessarily the views of GambleAware nor those involved in the campaign development and execution, and individual research strands.

Contents

1 Overview	6
1.1 Introduction	6
1.2 Report outline	7
2 Key findings	9
2.1 Context for the campaign	9
2.2 Strategic and creative development	10
2.3 Evaluation and impact	15
2.4 Use of research	17
3 Introduction to the Campaign	20
3.1 Campaign overview	20
3.2 Key challenges	24
4 Strategic and creative development	29
4.1 Campaign audience	31
4.2 Campaign messaging	36
4.3 Campaign execution	43
5 Evaluation and impact	48
5.1 Evaluation research overview	48
5.2 Exposure to the campaign	50
5.3 Performance of the campaign	53
5.4 Impact of the campaign	58
6 Use of research	66
6.1 Overview	66
6.2 Limitations and opportunities	66
7 Considerations for future safer gambling campaigns	70
7.1 Campaign set up	70
7.2 Campaign audience	70
7.3 Campaign messaging, framing and use of call to action	71
7.4 Campaign execution	71
7.5 Campaign evaluation	72
8 Annex	75

1

Overview



1 Overview

1.1 Introduction

In February 2018, the Safer Gambling Board was established by GambleAware to oversee the delivery of a safer gambling campaign. Although harm prevention campaigns such as this are a key part of any approach to prevent harm, it is just one of many factors that can influence an individual's behaviour. It is important to situate these as part of a wider prevention approach where the government, regulators and gambling operators are all accountable for taking action to reduce harm. The objectives of the subsequently titled 'Bet Regret' campaign were as follows:

- **Year One:** To shift attitudes and provoke conversation on the moderation of sports betting, through the avoidance of behaviours associated with harms (e.g., chasing losses in the heat of the moment).
- **Years Two and Three:** To increase the number of individuals taking steps to cut down their betting on sports, both generally and by adopting a behaviour change technique termed 'Tap Out'.
- **Year Four:** To raise awareness of the signs of gambling harms and encourage adoption of behavioural techniques (e.g., limit setting) during the FIFA World Cup Qatar 2022™.

Ipsos were commissioned by GambleAware to conduct a synthesis of evidence collected during the 'Bet Regret' harm prevention campaign. Using insights from research conducted during the development, execution and evaluation of the campaign, the aim of this report is to build clarity and evidence around what works within behaviour change campaigns that seek to reduce gambling harms or encourage safer gambling.

The report draws together key findings from the various strands of research conducted throughout campaign. This includes qualitative research to test creative routes and assets, and quantitative research to monitor changes in attitudes and behaviours over time. A full list of sources, methods, and creative assets used for each iteration of the campaign can be found in the appendix.⁶ A glossary of key terms mentioned throughout the report is also included within the appendix.

For further context, the initial 'Bet Regret' Synthesis report⁷ provides further detail around the qualitative research conducted. Similarly, the 'Story of Bet Regret'⁸ provides a broader background on the initial rationale, development and implementation of the campaign.

The key learnings and recommendations in this report represents the views of Ipsos and does not necessarily represent the views of all the authors who independently delivered each individual study.

⁶ Note that the media assets used throughout the campaign cannot be shared in full due to licensing requirements.

⁷ Ipsos, 2021. Synthesis Report: The use of research in the Bet Regret campaign. Accessed here: https://www.begambleaware.org/sites/default/files/2021-08/20-001116-01%20Safer%20Gambling%20Synthesis%20report%20FINAL%20v5%20ICUO_090721_clean_0.pdf

⁸ GambleAware, 2021. Avoiding Bet Regret: An overview of the campaign to date. Accessed here: <https://www.begambleaware.org/sites/default/files/2021-07/THESTORYOFBETREGRETFinal.pdf>

1.2 Report outline

Below is a summary of each chapter in this report:

Chapter 2: Key findings

Chapter two provides a summary of key findings relating to strategic and creative development, campaign impact and the utilisation of different research sources.

Chapter 3: Introduction to the campaign

Chapter three presents a summary of the 'Bet Regret' campaign including the overarching logic model used to illustrate the overall theory of change underpinning the campaign, and an overview of the execution and media laydown as part of the campaign activity. It also presents the broader key challenges associated with the execution and evaluation of the campaign.

Chapter 4: Strategic and creative development

Chapter four consolidates the evidence used to inform the development of the 'Bet Regret' campaign. It presents key insights on the campaign's strategic and creative development which could also guide future safer gambling prevention campaigns. This includes insights used to identify key audiences, develop message framing, and inform an effective media strategy.

Chapter 5: Evaluation and impact

Chapter five reports findings from the independent evaluation of 'Bet Regret' conducted by Ipsos between 2018 and 2023, measuring the performance and outcomes of the campaign overtime. It outlines the key insights from the tracking research which were then used to provide recommendations based on the campaign's reach and impact to inform future bursts of activity.

Chapter 6: Use of research

Chapter six explores the significance of the conducted research in the creation and evaluation of the 'Bet Regret' campaign. It specifies the constraints of the research and how these were navigated, and similarly identifies potential areas for improvement and continued research.

Chapter 7: Considerations for future safer gambling campaigns

Chapter seven offers proposed guidelines, co-created with GambleAware, for future safer gambling campaigns based on insights obtained from the evaluation research. These are grouped into key considerations relating to the campaign set up, intended target audience, campaign messaging (including framing and use of call to action), and the execution and evaluation of the campaign.

2

Key findings



2 Key findings

As part of the synthesis review, Ipsos assessed the creation and performance of the 'Bet Regret' campaign to identify effective strategies to use within behaviour change campaigns aimed at minimising gambling-related harm. The following chapter outlines the key findings from different research sources used to inform the campaign. This includes insights from the creative development and evaluation research, as well as wider secondary sources to shape the campaign strategy.

2.1 Context for the campaign

The campaign was conducted independently by GambleAware. The initial delivery of the campaign was overseen by an independent Safer Gambling Board for an initial 2-year period. As of April 2021, GambleAware announced a new Organisational Strategy for 2021 to 2026 which outlined commitments to continue to allocate funding from voluntary donations to independently deliver national campaigns, including the 'Bet Regret' campaign.

The overall campaign objectives evolved over time. The initial logic model for the 'Bet Regret' campaign identified two early goals for the campaign: i) increase knowledge of behaviours people associate with regret (pre-contemplation); ii) build self-awareness and encourage conversations (contemplation). Later phases were refined to incorporate the behavioural nudge element of tapping out to: i) motivate action-taking to moderate betting behaviour (action); ii) encourage continuity of moderated behaviour (maintenance). The objectives were further refined in Year Four to focus on moderating gambling behaviour before and during FIFA World Cup Qatar 2022 matches.

The campaign media strategy was agile. This reflected opportunities to include donated inventory and the need to react to large fluctuations in media costs. A total of six bursts of 'Bet Regret' campaign activity ran periodically from February 2019 to December 2022. In addition to mainstream communications, the 'Bet Regret' campaign had an increasingly diverse PR, partnership and activation strategy as it evolved year-on-year.

The wider context in which the campaign existed provided several **key challenges** for the campaign and subsequent evaluation.

- At the time of the inception of the campaign, there was little existing evidence on what works in public health campaigns designed to reduce gambling-related harms. To navigate this, GambleAware adopted an evidence-based approach to inform the development of the 'Bet Regret' campaign. Primary research was commissioned to assess the impact of GambleAware's public health campaigns. GambleAware also oversaw the creation of a synthesis report which was designed to share learnings from the evaluation of public health media communications and social marketing activities with other safer gambling and gambling harms prevention organisations, and other adjacent health sectors more broadly. The synthesis report was first published in June 2021 and has since been revised to form this report.⁹
- There was also an absence of published evaluations from previous comparable non-GambleAware campaigns with which to set targets against.

⁹ Ipsos, 2021. Synthesis Report: The use of research in the Bet Regret campaign. https://www.begambleaware.org/sites/default/files/2021-08/20-001116-01%20Safer%20Gambling%20Synthesis%20report%20FINAL%20v5%20ICUO_090721_clean_0.pdf

- Despite a considerable media spend, the share of voice of the campaign was comparatively small versus operator advertising due to the amount spent by gambling operators to promote gambling through media marketing activity. GambleAware sought added inventory donated from other sources supportive of the campaign (e.g., key broadcasters) as a way of increasing its total expenditure and subsequent share of voice.
- Identifying success within a prevention strategy can be challenging given it is not acting in a vacuum. The campaign ran within a wider ecosystem where the actions of government, regulators and/or operators have a significant impact on the marketing, design and implementation of gambling products and as such the potential risk of harm. The systematic use of a logic model and collection of a variety of impact-related data was crucial in identifying where and how the campaign had an impact.
- Some elements of the campaign (e.g., PR and partnership activity) were particularly challenging to evaluate. Given the variety and breadth of activity, the campaign monitoring survey data collected as part of the evaluation research was only able to partially measure the value of this additional campaign activity. However, third party metrics were collected as part of the PR and partnership monitoring to assess the impact of broader activity on communicating the core campaign messaging.
- Constraints around visual cues in campaigns pose a challenge for campaign creation. While there was limited use of imagery or visual cues from the gambling industry and operators to avoid triggering the target audience to gamble. This made it challenging to contextualise the campaign. This was addressed by engaging those with lived experience to test executions.
- Gambling and betting have differing associations and should be used with this in mind. The 'Bet Regret' campaign focused solely on the latter but avoided being too specific about the different forms of betting activity to avoid narrowing the target audience.

2.2 Strategic and creative development

The following key findings should be used to help inform the initial inception and development of future safer gambling campaigns.

2.2.1 Campaign audience

It is important to build an in depth understanding of potential targeted audiences; those most likely to benefit from a safer gambling prevention campaign represent a minority of young men who gamble. A segmentation conducted by YouGov identified the complex interaction between betting behaviours, attitudes and attributes of self-reflection, and showcased the wide range of betting profiles within the target audience demographic of young men who bet. The segmentation highlighted three segments who were key groups of interest, collectively making up 32% of young men (aged 16-45) who gamble. This group were more likely to be experiencing 'problem gambling' (PGSI 8+), more likely to bet frequently and be more open and ready to change gambling behaviours. Details of these three segments were used to inform media strategy and target groups for any future behaviour change objectives.

Not everyone who experiences at least a low level of problems from gambling (PGSI 1+) actively takes steps to change their gambling behaviours; self-identification is a key part of behaviour change. The research has shown that over a quarter of the Campaign Audience (men aged 18-44 who bet on sport or casino online at least once every four weeks) were experiencing at least a low level of

problems from gambling (PGSI 1+) but were not currently taking action or had no intention to take action to change their behaviour in the future. This highlights the need for future prevention campaigns to both provide for those currently taking steps, but also increase contemplation among those not taking action. Self-identification of having a 'problem' may be an important step in this process. As such, the research found that around three quarters those who self-identify that they might have a problem with their gambling claiming they have recently or currently making steps to change their gambling behaviour.

Understanding motivation is key: those experiencing 'problem gambling' (PGSI 8+) are more likely to gamble to escape boredom, whilst those at lower risk of gambling harms are more likely to gamble for fun. Over half (64%) of those experiencing 'problem gambling' (PGSI 8+) gamble to escape boredom or fill their time, compared to a quarter (25%) of those experiencing a low level of problems from gambling (PGSI 1-2). Over three quarters (76%) of those experiencing a low level of problems from gambling (PGSI 1-2) felt fun motivated them to gamble compared to 62% of those experiencing 'problem gambling' (PGSI 8+). These insights helped inform the selection of which real life situations to depict in the campaign execution and highlight as attributes of behaviours people associate with regret, for example betting whilst bored.

The emotional experience of a bet provides more commonalities among those who bet than behaviours do; efforts should therefore be focused on conveying the feeling of making bets people associate with regret. Through both the YouGov segmentation and qualitative campaign development research it was found that betting behaviours (including amount of time spent gambling and time of day) vary greatly between individuals and common ground is elusive. However, the research found that the emotions experienced by those who bet was considerably more universal. The fact that behaviours were so varied among people who bet, but the emotions felt was universal suggests that a prevention campaign should focus on the emotions experienced by everyone in their betting journey. Therefore, focusing not on defining what a regretful bet is, but on how it feels.

Gambling harms are exacerbated at times of major sporting events; there is therefore value in using key sporting moments to reach at risk audiences. Research by Opinium¹⁰ predicted that the World Cup would likely lead to a surge in betting by encouraging those who do not bet frequently to gamble more. The World Cup was expected to drive gambling harms among a key demographic (young men aged 18-44) who were already generally at higher risk of gambling harm. While for those who have not personally experienced gambling harms (either from their own gambling or someone else's) and are distanced from people who have, findings suggest there is a need to raise broader awareness among the public that major sport moments can be a time where gambling harms are exacerbated for some. Finally, for those close to a someone who has experienced or is experiencing gambling harms, there is further need to highlight help and support available during major sporting events.

2.2.2 Campaign messaging

There are important perceived differences between betting and gambling. In the development research conducted by the research agency The Nursery, participants that bet felt that gambling has a 'bad press' and is seen as more serious and addictive than betting. In comparison, betting was associated with skill in the minds of participants (i.e., men who regularly bet). This highlights the need to carefully choose the terms used in campaigns based on the context and objectives of that campaign.

¹⁰ Opinium, 2022. Preventing Gambling Harms in Football Fans. Accessed here: <https://www.opinium.com/gambleaware/>

The idea of ‘a bet you kick yourself for’ resonated strongly. Early research showed that the target audience felt a sense of regret upon losing bets they feel they should not have placed in the first place. This sense of loss was found to be very relatable among those who bet and therefore a key universal emotion to include in the ‘Bet Regret’ campaign. However, using terms such as ‘bet regret’ need to be used carefully as it assumed a level of existing knowledge of the campaign and understanding of the term. Therefore, when developing campaigns there is a need to consider if a phrase, tagline or word can be easily understood without the context of past campaigns or prior knowledge.

Mental aids can help reduce betting behaviours people associate with regret. A challenge of the campaign development was balancing specific tips and recommendations to help change behaviour with a general call to action to engage with wider support and advice via GambleAware. Further still was ensuring that these tips were universally understood and helpful. The Ipsos Behavioural Change Research identified that mental aids (i.e., ‘nudges’) showed potential to help cut out regretful bets. Of the mental aids tested, the ‘Close the App’ was the most appealing behavioural intervention. Participants felt that this ‘nudge’ had the biggest impact on behaviour, and was the easiest to incorporate into a betting routine. As a result, this tip was developed further and underpinned the ‘Tap Out’ iteration of the campaign.

It is important to get the right balance in tone between humour and seriousness. Through creative development research, campaigns seen as too serious were often associated with notions of ‘addiction’, which can counterproductively drive stigmatisation. It also can create ‘othering’ (i.e., ‘that’s not me; I’m not like that’) meaning the campaign is less widely relatable. However, if the humorous tone goes too far it is seen as frivolously depicting a potentially serious issue. Comedic tone therefore needs to be secondary to the harms message to land clearly. Humour was particularly important for the World Cup iteration of the ‘Bet Regret’ campaign where it needed to tie into the fun and positive atmosphere of the World Cup and meet audiences where they were in that moment.

End frames are important in remembering calls to action. The ‘end frame’ (i.e., the final frame within a video clip) of an advert is key to helping memorability of a call to action. The ‘Tap Out’ iteration of the campaign was found to clearly convey the intended call to action in initial testing. However, if the audience had struggled to recall the action being suggested by the advert, alterations to the end frame would have been key to help improve memorability. These changes could include lengthening the end frame or simplifying the language.

An effective support journey can extend engagement with the campaign beyond exposure to creative ads – helping to guide the audience’s behavioural choices. Directing the audience to relevant tools and services which they can then immediately utilise after seeing the campaign can guide them towards making the intended behavioural choices. There was an influx of people visiting the BeGambleAware.org website and increase in following and impressions on owned social media platforms during campaign periods compared with the equivalent periods outside of live campaign windows. The increase in audience engagement with different BeGambleAware.org advice, tools and support while the campaign was live is a clear indication that explicitly signposting people on where to go to access support can help influence the actions they take.

Use of relevant ambassadors helps to land key messages. Through creative development testing across different iterations of the ‘Bet Regret’ campaign, the popularity of ambassadors was reaffirmed as a successful way to engage the target audience. During the World Cup iteration, it was found that ambassadors such as David James (an ex-England goalkeeper) who are directly involved in

football were best received. Football cues (particularly the football talent and managers) were also found to enhance trust and demonstrate the campaigns relevance. Therefore, when developing campaigns to align with key sporting moments it is important for ambassadors and cues to be rooted in the given sport.

Testimonials of those with lived experience of harms are particularly important and resonate with people, by showing the reality of communities' lives. As part of key recommendations for running anti-stigma campaigns from NatCen, best practice for campaign design and implementation includes using storytelling approaches which feature those with lived experience of stigma.¹¹ It also found that the inclusion of lived experience is more effective than purely education-based campaigns. The use of lived experience can elicit empathy and enable people to understand and relate to the impact of a problem while also disconfirming negative stereotypes. This approach was used within the World Cup PR activity in which former footballer Peter Shilton launched the campaign with a film on gambling harms in reflecting on their own experiences.

Language and visuals are important to minimise stigma within communications. Messaging that was paternalistic or 'top-down' failed to resonate with respondents, and can instead disempower those experiencing gambling harm by positioning them as child-like and in need of guidance. If well executed, messaging can challenge stigmatising narratives in society that individuals are solely responsible for any harm they experience from gambling. For example, the use of 'gambling harms can affect anyone' as a message helped to normalise gambling harms and build empathy with those experiencing regret. It can also be useful to use positive framing which focuses on what people can do to reduce harm, rather than only focusing on the negative effects of the behaviour. Further still, the inclusion of multiple characters within the advert experiencing these emotions helps to reassure the audience that they are not alone in their experience.

Certain moments and feelings during the betting experience have found to resonate across campaign iterations. Messaging that focused on behaviours from a specific period in time was not seen as universally relatable when expanding the 'Bet Regret' campaign to a wider audience around the World Cup. Similarly, messaging that focused on avoiding betting behaviours people associate with regret felt misplaced in the context of the World Cup. Instead, 'money limiting' messaging was found to be more relatable as was messaging around 'chasing losses' and 'getting carried away'. This highlights the need to ensure messaging is relevant when expanding the campaign audience while still clearly communicating that anyone can experience gambling harms to avoid stigmatising individuals who gamble.

2.2.3 Campaign execution

A mix of marketing channels helped to maximise reach and improve campaign engagement. A diverse channel mix was effective in driving overall recognition and influencing key message takeouts among a broader audience. This was augmented by incorporating additional PR and partnership activity at later iterations of the 'Bet Regret' campaign. The inclusion of PR content was used to help steer the narrative around gambling harms within key media outlets. While partnerships with trusted experts and organisations strengthened the campaign messaging because it was being delivered via a trusted voice. Channel frequency also influenced reach, with multiple exposure through different

¹¹ NatCen, 2023. Stigma Programme Best Practice Scoping Review. Accessed here: https://www.begambleaware.org/sites/default/files/2023-09/Stigma%20Programme%20Best%20Practice%20Scoping%20Review_0.pdf

sources resulting in a higher recall among the Campaign Audience and wider adult population for the World Cup campaign.

The inclusion of TV/BVOD were crucial to building incremental reach among audiences, whilst social and digital delivered excellent value for money. Different channel sources were similarly influential in driving recognition levels across different target audiences. Linear TV and broadcaster video on demand ('BVOD') was effectively utilised throughout the campaign as the primary driver of recognition. Social and digital activity also played a significant role in increasing reach as the second most recognised content over the course of the campaign. GambleAware were able to measure the impact of the social and digital activity by correlating the impressions on generating traffic to the GambleAware website.

The planned timings of campaign bursts should aim to coincide with high profile sporting events to maximise impact, but must consider the risks of alienating those who gamble on non-sports betting activities. Aligning bursts of activity to coincide with periods of increased betting opportunities during popular sporting events (e.g., the start of the football and horseracing seasons) is highly effective. This tactic was used throughout the campaign to deliver appropriate and relatable messaging during moments of heightened susceptibility to making bets they may regret. However, care should be taken to ensure prevention messages recognise the mood of the event. That said, it should also avoid creating a negative impact on the organisation delivering the campaign (e.g., the risk of being seen as 'out of tune' with the target audience) or alienate those who gamble away from sport. In the context of the 'Bet Regret' campaign this was mitigated by testing the campaign among the target audience to examine whether the messaging is tonally appropriate within that given context and exploring any subsequent impact on the messenger. Further research could also consider exploring the impact of messaging predominately focused on sports betting among those who gamble in other ways.

The media strategy must be reactive to changes within the wider environment to deliver a tonally appropriate campaign. The campaign must factor in external events that could exacerbate the risk of experiencing gambling harm as part of its strategic planning. Future campaigns should seek to reflect current affairs within the wider environment and if necessary adapt to changing circumstances, to ensure that the campaign is delivered appropriately. For example, execution of the 'Bet Regret' campaign evolved to proactively consider the wider context of COVID-19 pandemic (during which opportunities to bet on live sport stopped, and the nations priorities changed), inflation and the rising cost of living.

There are opportunities to align the day-to-day timing of media activity with moments of increased risk of harm. Coordinating media activity with specific programming slots can further maximise reach and resonate with the audience's behavioural choices during periods of heightened risk. For example, media data from the World Cup campaign found that taking a more targeted media buying approach was more impactful in landing the messaging with core audiences. Part of the approach included purchasing advertising space during high-profile games to optimise reach among the target audience. However, this was at the expense of a reduced frequency as the games were often aired during 'prime time' television hours which were more expensive to purchase. This suggests that there is a possible trade off to consider between reach and capturing key moments that have the potential to make the greatest impact.

2.3 Evaluation and impact

An independent evaluation of the 'Bet Regret' campaign was conducted by Ipsos over a five-year period (between 2018 and 2023), with eleven waves of tracking conducted. The insights and recommendations from the evaluation research were used to identify successful strategies, improve audience targeting and inform creative development to optimise future bursts of 'Bet Regret'. Fieldwork typically took place before and after a media burst, providing valuable pre/post data on which to measure shifts in attitudes and behaviours. The evaluation approach was in adherence with the Government Communication Service Evaluation Framework and over time integrated wider data sources (e.g., website analytics, helpline data) to provide a more rounded perspective of the impact.

Key findings from the evaluation should be used to help inform the objectives and execution of future safer gambling campaigns.

2.3.1 Exposure to the campaign

The campaign had a small share of voice relative to advertising from operators. The unprompted recall of any form of advertising that promoted a safer gambling message demonstrated the challenge of 'Bet Regret' competing with gambling adverts that have much higher spend. For example, in early bursts of the campaign it was still more common for participants to recall 'When the Fun Stops, Stop' messaging than 'Bet Regret'. This was unsurprising given 'When the Fun Stops, Stop', which was an industry-created message not endorsed by GambleAware, was placed on most gambling adverts. Spontaneous recall of the campaign improved over time, including during the World Cup iteration of the campaign which saw an increase in spontaneous recall of prevention messaging including mentions to 'Bet Regret' and 'BeGambleAware'.

The campaign media strategy was effective, evidenced by high recognition scores among target audiences. Recognition of the campaign was consistently higher among those experiencing 'problem gambling' (PGSI 8+) compared to those who do not gamble. Exposure to the campaign further increased during the final burst of activity during the World Cup, particularly among secondary audiences. This showed the media strategy (coupled with the additional donated inventory) to be effective and efficient at reaching a broad audience.

The campaign also reached women who gamble, despite focus on young men who bet frequently. There was a significant level of reach among the secondary audience of women who gamble during the World Cup iteration of the campaign, suggesting the campaign had a broader appeal despite a deliberate target on young men. This demonstrates the importance of not being exclusory when designing campaigns intended to reach a heterogenous audience to maximise on reach and ensure representation of different communities.

2.3.2 Performance of the campaign

The campaign was received well, and broadly viewed as believable, memorable and entertaining. Feedback from the evaluation research showed that participants found the campaign assets entertaining and memorable whilst also being believable; striking the right balance in tone, delivering a serious message with humour.

The campaign was most relevant among those who were taking or thinking about taking action to reduce their betting. The evaluation research showed that around half of the Campaign Audience (49%) were experiencing at least a low level of problems with their gambling (PGSI 1+) but were either taking action to moderate their behaviour or intended to in the future. Further investigation

confirmed that the campaign resonated most strongly with this target audience. This helped to evidence the success of the campaign and provided important context for judging shifts among wider campaign audiences.

The key messages associated with each phase of the campaign were generally recognised and well understood, with notion of Bet Regret ever-present within campaign iterations. The successful delivery of key campaign messages was evident throughout the evaluation research, from landing the feeling of 'Bet Regret' to using the concept of 'Think Twice or You'll Bet Regret it' as a mechanism to emphasise the need to pause before placing a bet. The concept of 'Bet Regret' was further sustained within the context of the World Cup with the introduction of a call to action that encouraged individuals to use BeGambleAware.org for advice, tools and support.

The campaign was most likely to inspire action among target groups, including increasing action related to the notion of 'Tap Out' and the avoidance of 'Bet Regret'. Where the Campaign Audience overall responded positively to campaign assets, at wave 9, around half of the Campaign Audience reported that it made them less likely to place bets they would immediately regret (48%) or made them think about the types of bets they do (45%). As the campaign evolved, a similar proportion were also inspired to try 'Tap Out' (48%) or talk to others about it (44%). Data from wave 11 of the research showed the campaign encouraged at least half of the target audiences to avoid making bets they might regret during the World Cup (53% Campaign Audience and 55% Behaviour Change Audience). A similar proportion felt motivated to visit the BeGambleAware.org website for advice, tools and support (50% Campaign Audience and 54% Behaviour Change Audience).

2.3.3 Impact of the campaign

Awareness of BeGambleAware increased over the course of the campaign, with significant increases in use of BeGambleAware.org as the campaign evolved. The evaluation indicated that the campaign had a positive effective on the brand of 'BeGambleAware'. Overall awareness increased from 81% to 92% among the Campaign Audience across Years One, Two and Three of the campaign. Use of the BeGambleAware website also increased among target audiences, coinciding with reductions in the proportion who said they would reduce gambling through their own efforts suggesting a steady growth in people seeking the support of others.

The campaign led to people taking various means of direct action, including contacting or visiting BeGambleAware for advice and support, as well as prompted various self-appraisal measures. The final wave of the evaluation research found that the majority of the Campaign Audience had reportedly taken some form of action after seeing or hearing the World Cup ads. Top claimed actions were linked to BeGambleAware.org, either visiting the website for further information or recommending the site to others. Other actions included taking steps to reduce or monitor gambling behaviour, or prompted self-appraisal such as thinking about how and why they gamble.

The campaign had limited impact on levels of self-awareness of key risks and knowledge of how to cut down, which were already high. Early waves of the evaluation research showed high levels of claimed knowledge and self-awareness among the Campaign Audience; these metrics remained broadly consistent throughout the campaign. This provided reassurance that the campaign should focus on supporting those looking to take action to either reduce or stop their betting rather than seeking to solely increase knowledge and self-awareness overall.

The campaign was successful in raising consideration of 'Tap Out' (pausing to take a moment before placing a bet) and overall in reducing frequency of 'Bet Regret'. The evaluation research

showed that the call to action to 'Tap Out' was both relevant and accessible to target groups, and that the execution of the campaign had been successful in building engagement with the idea of 'Bet Regret'. This was sustained during the World Cup campaign, where contemplation and acknowledgement of making bets people associate with regret continued to climb. However, this was coupled with increases in those who 'sometimes' made bets they regret in the moment. Whilst this arguably suggests that moments of 'bet regret' cannot be completely prevented, it may also indicate an increase in self-awareness around reducing betting behaviours people associate with regret among those who gamble.

The campaign had mixed impact on contemplation or action to 'cut down' gambling, with some significant gains made in the final burst. Reports of thinking about or cutting down on gambling behaviours remained broadly in line throughout much of the campaign; however, the final burst of activity at the World Cup iteration saw positive shifts in both intended and claimed action.

The frequency of conversations about gambling varied overtime, with individuals more likely to speak to others rather than be spoken to. The number of conversations about gambling behaviours fluctuated throughout the evaluation research. Having conversations with someone else about their own gambling behaviours was more prevalent than being spoken to by others; however, both had increased significantly during the final burst of campaign activity at Year Four.

2.4 Use of research

Key findings from a review of the use of research should be used to help design future evaluations of safer gambling campaigns.

2.4.1 Overview

An evidence-based approach was used for the Bet Regret campaign. Research was used throughout the lifecycle of the campaign to help shape the campaign strategy and execution alongside evaluating the campaign impact and identifying potential improvements. Much of the research was conducted among those who gamble and/or experience problems with their gambling to ensure the campaign reflected individual's lived experiences. Whereas the World Cup iteration of the 'Bet Regret' campaign also included wider audiences (e.g., 'Affected Others' and those who do not gamble) to ensure a rounded view of the campaign evaluation.

2.4.2 Limitations and opportunities

The development, execution and evaluation of the 'Bet Regret' campaign used a wide body of primary research. However, it is important to acknowledge the limitations of the evidence gathered to date and identify opportunities to help improve the quality of feedback provided through research.

Tracking long-term change across key audiences of interest can be challenging. The Campaign and Behaviour Change audiences were defined by age, gender and gambling activity; however, the Problem Gambling Severity Index (PGSI)¹² was used as a proxy both to identify appropriate engagement and interaction with the campaign among intended audiences and for tracking the long-term outcome of experiencing gambling harms. For example, PGSI was a useful variable for analysis when exploring which groups were most likely to agree that the campaign was 'personally relevant' to them. However, the composition of PGSI groups fluctuated over time, especially during the COVID-19 pandemic. Future evaluations should review current weighting and audience profiling to consider

¹² Gambling Commission, 2021. Problem gambling screens. Accessed here: <https://www.gamblingcommission.gov.uk/statistics-and-research/publication/problem-gambling-screens>

whether there is an opportunity to reduce fluctuation over time. They should also consider the merit of tracking additional variables of self-reported harm, and consider variables that use a broader definition of 'harm', both of which can be triangulated against PGSI.¹³

Further behavioural metrics using customer account data could supplement existing measures. A key challenge for the primary research conducted for the campaign was the reliance on self-reported behavioural data, and the lack of detailed context surrounding each individual participant. Future evaluations should seek the use of customer account data; consider the merit of investing in a longitudinal panel; and integrate additional econometric modelling to assess the impact of the campaign on contact with GambleAware.

Advanced analytics could further improve the evidence for attributing impact to the campaign. Econometric modelling could review time series data across operator data and align this to 'Bet Regret' campaign activity, and any other GambleAware promotional activity taking place outside of the campaign. This could track a range of outcomes such as amount spent, frequency, times of day, nature of bet. Regression based analysis could consider whether the rises in activity to contact key services (e.g., BeGambleAware.org, National Gambling Helpline) could be attributed to the campaign.

Targets are a valuable tool for evaluating success, however, there were no direct comparisons for this campaign. Targets which were based on past performance were used in later iterations of the 'Bet Regret' campaign, but their creation and usage was challenging due to several factors. This included the ever-changing media landscape which was further marked by increasing media advertising costs because of COVID-19 and inflation. Multiple providers from different media channels each with different data collection methods and ways of measuring performance created further challenges. Similarly, the lack of comparable data among the target audience with non-GambleAware campaigns due to the limited evaluations published from elsewhere.

Lack of control group makes it more challenging to show impact. The success of the campaign targeting strategy limited the ability to identify differences between those who have and have not been exposed to the campaign. Future campaigns should either pool multiple waves of data together (to identify a larger sample of campaign non-recognisers), or conduct a regional pilot. This would help isolate the impact of exposure of the campaign, and identify with greater clarity, the difference between those who have and have not been exposed to the campaign.

Advanced statistical analysis could help inform future strategy. To date, the campaign evaluation research has been limited to bivariate analysis assessing the relationship between two discrete variables. Statistical analyses such as network analysis to unpick the relationship between knowledge, motivation, contemplation and action could help identify opportunities to increase self-reflection and encourage contemplation or action. Other analysis (e.g., regressions) could be conducted on the data to see which groups within society are more or less likely to take certain actions as a result of the campaign, to allow for bespoke activations among certain communities.

¹³ Ipsos 2023. Problem Gambling Severity Index: Extended Summary Report. Accessed here: <https://www.begambleaware.org/sites/default/files/2023-11/PGSI%20extended%20summary.pdf>

3

Introduction to the Campaign



3 Introduction to the Campaign

This chapter introduces the campaign, including the objectives, media strategy and context of the campaign.

3.1 Campaign overview

3.1.1 Rationale and objectives

In 2017, the Department for Digital, Culture, Media and Sport (DCMS) identified a need for an advertising campaign to promote safer behaviour and/or warning of the risks associated with gambling that would provide some balance to existing commercial advertising in the sector. GambleAware trustees supported a proposal from the Advertising Association to run a major safer gambling advertising campaign for an initial two years. Trustees' support for the proposal was contingent on the campaign governance following an evidence-based public health driven approach and being independent of the gambling industry.

In October 2017, GambleAware were named as the body that would lead this campaign. The two-year campaign was developed through funding by donations from the gambling industry. The delivery of the campaign was overseen by an independent Safer Gambling Board for the initial two-year period. More information about this process can be found in the 'Story of Bet Regret'.¹⁴

As of April 2021, GambleAware announced a new Organisational Strategy for 2021 to 2026 which outlined commitments to continue to allocate funding from voluntary donations to independently deliver national campaigns such as 'Bet Regret' over the next five-year period to encourage awareness of the risks of gambling and engagement with advice and support services.¹⁵

The overall campaign objectives were outlined as follows:

- **Year One:** To shift attitudes and provoke conversation on the moderation of sports betting, through the avoidance of behaviours associated with harms (e.g., chasing losses in the heat of the moment).
- **Years Two and Three:** To increase the number of individuals taking steps to cut down their betting on sports, both generally and by adopting a behaviour change technique termed 'Tap Out'.
- **Year Four:** To raise awareness of the early warning signs of gambling harms and encourage adoption of behavioural techniques (e.g., limit setting) during the FIFA World Cup Qatar 2022™.

The final iteration (Burst 6, Year Four) of the Bet Regret campaign coincided with the FIFA World Cup Qatar 2022™ which took place between 20th November and 18th December 2022. The final burst of the campaign sought to reduce gambling harms by raising awareness of 'Bet Regret', prompting self-appraisal, and encouraging the use of behaviour change techniques (e.g., setting limits, taking breaks). Additional background research was conducted in advance of the campaign development to

¹⁴ GambleAware, 2021. Avoiding Bet Regret: An overview of the campaign to date. Accessed here: <https://www.begambleaware.org/sites/default/files/2021-07/THESTORYOFBETREGRETfinal.pdf>

¹⁵ GambleAware, 2021. GambleAware publishes new five-year Organisational Strategy 2021-26. Accessed here: <https://www.begambleaware.org/news/gambleaware-publishes-new-five-year-organisational-strategy-2021-26>

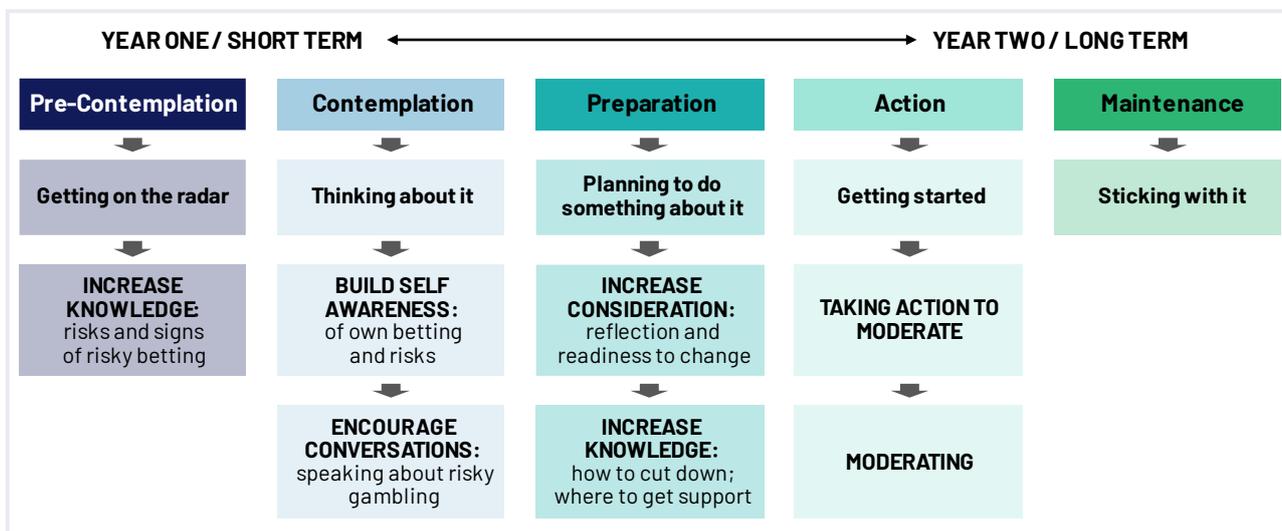
assess the value of using the World Cup moment to magnify the campaign and ‘Background to World Cup prevention campaign’ campaign narrative reports.¹⁶

3.1.2 Logic model: intended outcomes and outcomes

As part of the evaluation research, an overarching logic model was developed during the initial design of ‘Bet Regret’ and was continually reviewed during periodic workshops throughout the duration of the campaign. The logic model consisted of several key components: inputs, activities, outputs and short- and long-term outcomes, mapping the ‘if-then’ relationships that bring about behaviour change. The logic model also helped to establish an evaluation plan and derive a set of key performance indicators used to measure the effectiveness and impact of the campaign overtime.

The initial logic model for the ‘Bet Regret’ campaign identified two early goals for the campaign: i) increase knowledge of behaviours people associate with regret (pre-contemplation); ii) build self-awareness and encourage conversations (contemplation). Both were viewed as pre-cursors to moderating betting behaviour. As the campaign moved into later phases of activity, the logic model (see Figure 3.1) was refined to incorporate the behavioural nudge element of tapping out: i) motivate action-taking to moderate betting behaviour (action); ii) encourage continuity of moderated behaviour (maintenance). These outcomes fell under broader categories of increasing awareness and understanding of the signs of gambling harm and where to go for advice and support; motivation to moderate behaviour and seek advice; and action-taking to reduce ‘Bet Regret’. Together these built into the longer-term goal of changing behaviours to prevent experiences of gambling harm among the target Campaign Audience, as well as shifting broader societal attitudes towards gambling behaviours and associated harms.

Figure 3.1: Logic Model Overview for Years One, Two and Three



The campaign logic model was updated for Year Four (see Table 3.1) to coincide with the FIFA World Cup Qatar 2022. While its overall objective remained unchanged, the behavioural objectives were revised to focus on moderating gambling behaviour before and during World Cup matches. It did so by offering those experiencing problem gambling practical advice for how they could enjoy the World Cup without experiencing ‘Bet Regret’.

¹⁶ GambleAware, 2022. Background to World Cup prevention campaign. Accessed here: <https://www.begambleaware.org/sites/default/files/2022-11/Background%20to%20World%20Cup%20prevention%20campaign.pdf>

Table 3.1: Campaign Logic Model overview for Year Four (World Cup campaign)

Inputs	Activities	Outputs	Short-term outcomes	Longer-term outcomes
<p>Advertising spend</p> <ul style="list-style-type: none"> C. £3.8m of funding (c. £1.2m budget on digital, c. £2.1m TV/VOD, c.500k print) Includes £1.8m donated inventory from media outlets <p>Campaign extension</p> <ul style="list-style-type: none"> PR & Partnerships <p>Time and expertise</p> <ul style="list-style-type: none"> Time and expertise from GambleAware and partners (e.g., creative agencies, media agencies, PR agencies, partnership agencies, stakeholders) <p>Research evidence</p> <ul style="list-style-type: none"> Several stages of strategic and creative development research Insights from various different workstreams 	<p>Creative development</p> <ul style="list-style-type: none"> Focus groups for creative testing Stakeholder interviews (e.g. lived experience, treatment providers) <p>Media</p> <ul style="list-style-type: none"> TV adverts (linear, VOD and C-Screens) Digital advertising (YouTube, Twitter, Ozone, Snack, Bliss) PPC (Keywords) Print (online and offline) <p>PR</p> <ul style="list-style-type: none"> Media sell-in to gain coverage Bespoke PR film (half-time team talk) Media medics/ambassadors <p>Partnerships</p> <ul style="list-style-type: none"> FSA <p>Research engagement</p> <ul style="list-style-type: none"> Background to World Cup campaign document Bet Regret synthesis report <p>Organic social</p> <ul style="list-style-type: none"> Sharing of materials 	<p>Media execution</p> <ul style="list-style-type: none"> Campaign reaches the target audience, and other related audiences Engagement with campaign Value for money <p>Creative execution</p> <ul style="list-style-type: none"> Salience, Relevance, Shareworthy, Memorable, Credible, Informative, Useful Message takeout – setting limits and visiting BeGambleAware <p>Third party data-metrics</p> <ul style="list-style-type: none"> Media (e.g., impressions, clicks, CTRs, CPCs) PR (e.g., coverage, reach) Partnerships (e.g., partners, toolkit downloads) Website visits Helpline visits Organic search Social media followers/engagement Charity Index metrics (e.g., brand awareness, perceptions) 	<p>Increased awareness of:</p> <ul style="list-style-type: none"> Signs of needing to seek advice and support (e.g., Experiencing Bet Regret) Tools available to keep in control of gambling (e.g. setting limits) Where to go for advice and support to keep in control of gambling <p>Increased understanding of:</p> <ul style="list-style-type: none"> The harms involved in gambling The risks of getting carried away when betting during the World Cup Importance of seeking advice if experiencing Bet Regret <p>Increased motivation to:</p> <ul style="list-style-type: none"> Moderate gambling if needed Seek advice and support <p>Increased action taking to:</p> <ul style="list-style-type: none"> Be safer whilst gambling (e.g. use BGA website advice, strategies, limits) Reduce behaviours that lead to Bet Regret 	<p>Behaviour change to moderate gambling behaviour and use advice, tools and support if experiencing gambling harm</p> <p>Societal shifts in attitudes towards gambling behaviours and the harms it can involve</p> <p>Ultimately, to prevent people from experiencing gambling harm and reducing levels of 'problem gambling' (PGSI 8+) in Great Britain</p>

3.1.3 Campaign execution

A total of six bursts of Bet Regret campaign activity ran periodically from February 2019 to December 2022. The total campaign spend, including added value/donated inventory for each burst, varied from an initial spend of £1.5m at Burst 1 to a peak £3.7m at Burst 6 for the World Cup iteration. An overview of media laydown is provided in Table 3.2 below.

Table 3.2: Overview of Campaign Bursts

Year	Burst (Evaluation research, post wave)	Date of campaign (Date of post-wave fieldwork)	Days live	£ Total Spend (£ Donated inventory)	Channels ¹⁷
Year 1	Burst 1 (Post wave 2)	24 th February 2019 – 30 th April 2019 30 th April 2019 – 9 th May 2019	65	£1.5m (£1.1m donated)	TV/VOD, Social/Digital/Radio
	Burst 2 (Post wave 5)	17 th August 2019 – 31 st October 2019 24 th September 2019 – 4 th October 2019	75	£1.2m (£386k donated)	TV/VOD, Social/Digital, LadBible, Radio, David James* content partnerships (*content with David James varied across bursts)
Year 2	Burst 3 (Post wave 7)	14 th September 2020 – 25 th October 2020 26 th October 2020 – 6 th November 2020	41	£1.7m (£- donated)	TV/VOD, Social/Digital, Radio, David James content partnership
Year 3	Burst 4 (Post wave 8)	27 th February 2021 – 25 th April 2021 8 th April 2021 – 15 th April 2021	57	£1.6m (£900k donated)	TV/VOD, Social/Digital, Radio, David James and Josh Denzel content partnerships
	Burst 5 (Post wave 9)	14 th August 2021 – 12 th September 2021 20 th September 2021 – 1 st October 2021	29	£1.4m (£- donated)	TV/VOD, Social/Digital, Radio, OOH in Football Stadiums, David James and Josh Denzel content partnerships
Year 4	Burst 6 (Post wave 11)	14 th November 2022 – 18 th December 2022 17 th December 2022 – 3 rd January 2023	34	£3.8m (£1.8m donated)	TV/VOD, Social/Digital/OOH, PR coverage and adjacent/relevant sector partnerships

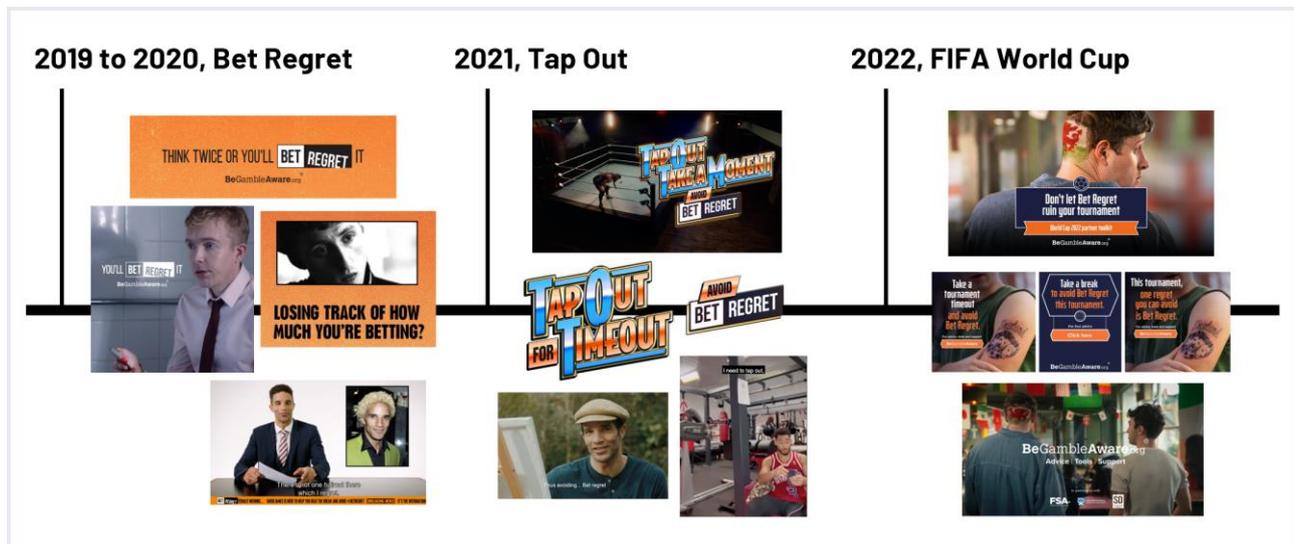
In addition to mainstream communications, the 'Bet Regret' campaign had an increasingly diverse PR, partnership and activation strategy as it evolved year-on-year. For example, in Year One, campaign activations included the 'No Bet Inn', a 'Bet Regret Cup' and 'The Barber Tour'. The campaign was also supported by an ongoing partnership with the Football Supporter Association. In the final year of the

¹⁷ See appendix 8.1 for definitions of the acronyms used.

campaign media ambassadors and spokespeople for the campaign expanded to include NHS psychiatrist Dr Max Pemberton, footballing names including Peter Shilton and Lee Hendrie, and people with lived experience of gambling harms.

The images below provide an overview of the media assets used throughout the campaign. Some of the videos produced for the campaigns can be found on the [GambleAware YouTube page](#).¹⁸

Figure 3.2: Evolution of the 'Bet Regret' Campaign creative assets¹⁹



3.2 Key challenges

At the time of the inception of the campaign, there was little existing evidence on what works in public health campaigns designed to reduce gambling-related harms. GambleAware took an evidence-based approach to inform the development of the Bet Regret campaign in light of limited existing research. Primary research was commissioned to better understand target audiences in the absence of other research and to build evidence by evaluating the impact of different communication to produce reports. Whereas consultations with trusted experts and advisory panels were consulted to help design a campaign strategy grounded in a public health approach.

Despite a considerable media spend, the share of voice of the campaign was very small due to the substantial amount spent by gambling operators to promote gambling through marketing. This represents a significant limitation on the campaigns ability to impact behaviour given the volume of conflicting messaging framing gambling as 'harmless fun' and encouraging individuals to gamble. In 2020, gambling operators spent an estimated £302.1m on advertising (of which sports related gambling accounted for £84.8m). This included £146.6m through TV broadcasting and £54.9m on digital channels. By 2022, the total spend had increased by 25% to an estimated £378.8m and digital spend increased by 64% to £89.9m. However, these approximations do not include spend from wider marketing such as PR, content partnerships, sponsorships, influencers, and/or brand ambassadors.

¹⁸ Note that the media assets used throughout the campaign cannot be shared in full due to licensing.

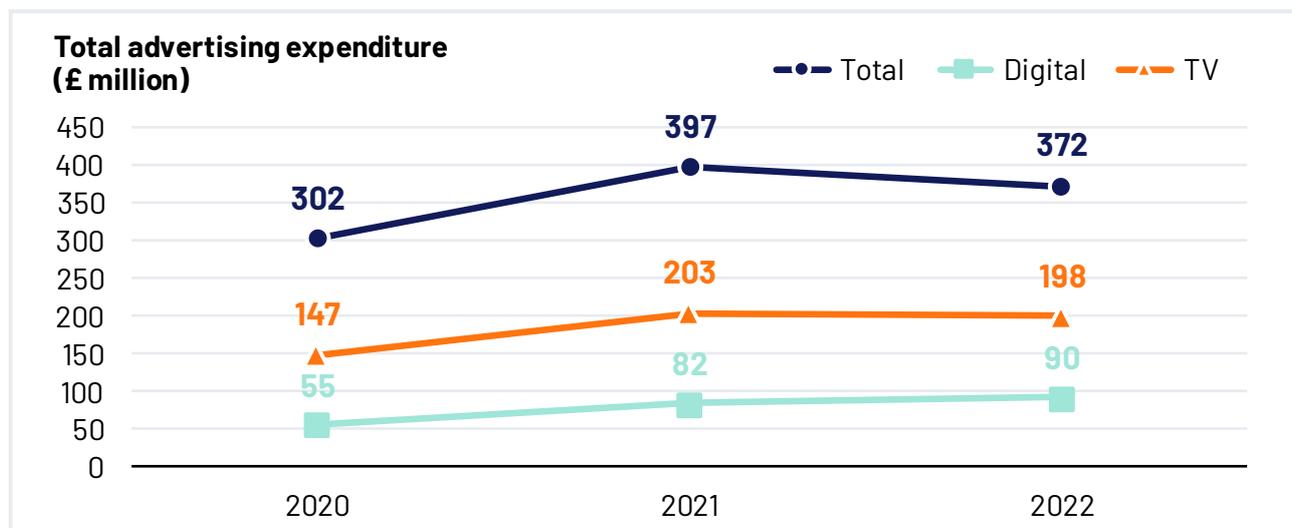
¹⁹ See appendix for full presentation of different creative assets tested at each wave of the Bet Regret campaign.

The most up to date estimations (as of 2018) puts all marketing spend by gambling companies around £1.5bn per year.²⁰

By comparison, the campaign spend during Years One, Two and Three resulted in a relatively low share of voice at approximately 2-3% of total gambling industry advertising spend during campaign bursts. This is the equivalent of one GambleAware safer gambling ad seen for every fifty operator ads seen promoting gambling. Further still, the share of voice dropped to below 1% during non-campaign periods. The campaign achieved a higher share of voice at Year Four due to an increased budget of £3.8m (inclusive of £1.8m of added value and donated inventory by several key broadcasters). However, advertising promoting gambling still significantly outweighed messages designed to reduce gambling-related harms. Independent analysis of gambling adverts shown on live TV during the 2022 World Cup identified 20 dedicated safer gambling adverts from GambleAware during pre-match coverage compared to 156 for gambling brands or products.²¹

Figure 3.3 below presents a breakdown of the annual total gambling advertising expenditure across TV and digital media formats. Digital advertising expenditure had steadily risen over the three-year period, comprising of around a quarter of all advertising spend by gambling operators as of December 2022. Comparatively, TV advertising expenditure was slightly less in 2022 (£198m) versus 2021 (£203m) but it remained at around half of all advertising spend by operators. Additional donated inventory from sources in support of the campaign, increased the reach and impact of the campaign. It also helped to achieve a higher share of voice against operator ads.

Figure 3.3: Total advertising spend by gambling operators (2020-2022)²²



Identifying success within a prevention strategy can be challenging. The long-term ambition of the prevention campaign was to ultimately reduce the number of individuals experiencing gambling-related harms. However, it is important to recognise that the campaign is not the only agent of change. The campaign was working within a wider industry and regulatory ecosystem that will have significant impact on how and when individuals are able to gamble (e.g., regulations and gambling

²⁰ Regulus Partners, 2018. Gambling Advertising and Marketing Spend in Great Britain, 2014-17. Accessed here: <https://www.begambleaware.org/sites/default/files/2020-12/2018-11-24-rp-ga-gb-marketing-spend-infographic-final.pdf>

²¹ Sharman et al, 2023. Gambling adverts in live TV coverage of the Qatar 2022 FIFA Men's World Cup. Accessed here: <https://www.tandfonline.com/doi/pdf/10.1080/16066359.2023.2245330>

²² Data compiled by Manning Gottlieb OMD and shared with GambleAware. Total includes recorded spend from Cinema, Digital, Direct Mail, Door Drops, Outdoor, Press, Radio and TV from 29 operators (e.g., National Lottery, People's Postcode lottery, Tombola, 32Red/Kindred, William Hill, Sky Betting, Paddy Power, Ladbrokes Coral, Bet365, Betfair)

products and the marketing of products, or the inclusion of industry-controlled safer gambling messages like 'When The Fun Stops, Stop' or 'Take Time To Think' within operator ads). It is also important to recognise that some key performance indicators of success may be counterintuitive in the short term. For example, a key objective of the campaign was to increase awareness of the signs of potential harm, and to encourage greater contemplation to take action. If successful, this is likely to increase calls to the helpline and self-referrals for help, both otherwise signs of increased gambling related harm. However, this makes it difficult to conduct econometric calculations on Return on Investment (i.e., 'ROI'), in the short term. Instead, a successful campaign may seek to increase the costs incurred to support those experiencing gambling related harms.²³

The systematic use of a logic model and theory of change provided some mitigation, helping to understand whether the campaign had a positive impact on smaller stages within this journey, and on more short-term outcomes (which in turn contribute to larger outcomes). The campaign evaluation also considered share of voice in comparison to other safer gambling messages, and monitored attribution to the campaign within measures of spontaneous recall.

PR and partnership activity is challenging to evaluate. The campaign developed an increasingly diverse strategy for reaching and connecting with target audiences. This was most notable during the World Cup iteration of the campaign which was supported by partnerships with the Football Supporters Association and mental health charities for men (e.g., Andy's Man Club and UK Men's Sheds), alongside content designed for doctors surgeries and disseminated among local communities. It also included a partnership with the podcast 'But Why?' which focused on women and gambling in relation to football as a secondary audience and involved those with lived experience. The campaign also incorporated co-created PR activity such as a bespoke film featuring Peter Shilton. However, the practical challenges and cost constraints surrounding the evaluation research meant it was not possible to robustly isolate the impact of additional activity. Therefore, it is likely that the survey tracking data collected as part of the evaluation research underestimated the added value of this wider work. Instead, the evaluation research used the number of partners and reach secured via the partnerships, and the pieces of coverage and reach obtained through the PR content to measure the impact of broader activity on landing the campaign messaging. Third party metrics from social media (e.g., click reach and impressions) was also collected to see how the content was performing and to see if the core messages used with the ads were being mentioned.

Constraints around visual cues in campaigns pose a challenge for campaign creation. GambleAware proactively minimise usage of imagery or visuals cues from the gambling industry or gambling operators (e.g., showing someone placing a bet, showing odds, or borrowing characters from games). This constraint is for good reason, as the cues could trigger audiences to gamble or place a bet. Engaging with those with lived experience of gambling harms that have been through recovery was useful to ensure that ads had minimal triggers. This process does place a constraint on the contextual cues available for use in the execution of the campaigns, and therefore has an impact on perceived relevance and engagement. To minimise this, creative development research was conducted among the target audience to ensure it was clear that the ads were referring to gambling.

Gambling and betting have differing associations, and should be used with this in mind. Research has found that the terms gambling and betting have different associations by the general public. While gambling as a definition covers various behaviours (e.g., lottery, bingo, casino games and betting) not all of these behaviours are viewed as gambling by the public. This makes it challenging to land similar messaging across different domains, for example 'Bet Regret' terminology is not seen as applicable to online gambling games. Additionally, being too specific with references of certain

²³ Note that a successful campaign would also theoretically reduce the costs associated with continued experience of gambling harms.

gambling types in campaigns can limit engagement and relatability, with people being more likely feel that it does not apply to them if they do not engage in the exact gambling type or activity referred to in the campaign. As a result, the campaign primarily focused on language around betting rather than gambling to try and overcome this challenge.

4

Strategic and creative development



4 Strategic and creative development

This chapter brings together key insights that will help inform decisions on the strategic and creative development of future safer gambling prevention campaigns. This includes insights on the profile and needs of those most likely to benefit from a prevention campaign, and recommendations for how best to execute messaging and media strategy.

Table 4.1 below presents an overview of the research that was commissioned and conducted by various market research organisations to inform the development of the 'Bet Regret' campaign. The variety and quantity of research commissioned by GambleAware demonstrates the importance of collecting insights from the target audience, and how iterative and agile the approach was to using research during the development of the campaign. Other research was also used to inform the strategy and audience profiling of the 'Bet Regret' campaign. This included the use of desk research, secondary analysis of other data sources, engagement with key stakeholders including those with lived experience of gambling harms, but these were not made available as they were intended as background technical learnings.

For more background on the campaign development the reader is directed to the 'Story of Bet Regret' report and the 'Background to the World Cup campaign' synopsis.^{24 25}

Table 4.1: Sources of evidence

Research strand	Purpose
YouGov Segmentation, August to October 2018	A survey to capture the gambling attitudes, perceptions and behaviours of men aged 16-45 in the UK who bet, and to then create audience segments for use in further developing the campaign strategy.
The Nursery: Safer Gambling Development Research, September 2018	Qualitative research to better understand how those who bet feel about gambling and about their gambling behaviours, and to explore ways to communicate with people who bet frequently, to motivate them to self-reflect and ultimately moderate their gambling behaviour. This research helped inform the creative brief for the campaign.
The Nursery: Creative Development Research, November 2018	Qualitative research to explore three new creative routes produced by M&C Saatchi. Using focus groups meant research could explore the spontaneous reactions of those who bet to the creatives.
The Nursery: Creative Review and Activation Idea Testing, February 2019	Focus groups to sense check the creative assets developed off the strongest creative territory from the previous Nursery Research before they were launched, and to explore brand activation ideas with the audience.
The Nursery: Bet Regret Creative Review, July 2019	Focus groups to explore new creative ideas for the campaign, and to explore the extent of recall and takeout of 'Think Twice' from the creative.
Ipsos: Behavioural Change Research, November 2019	A trial of four nudges to test their usability and impact on behaviour. The trial provided in-moment insights on how individuals used the advice. The research recommended which behaviour nudge would be most impactful to reduce Bet Regret.

²⁴ GambleAware, 2021. Avoiding Bet Regret: An overview of the campaign to date. Accessed here: <https://www.begambleaware.org/sites/default/files/2021-07/THESTORYOFBETREGRETfinal.pdf>

²⁵ GambleAware, 2022. Background to World Cup prevention campaign. Accessed here: <https://www.begambleaware.org/sites/default/files/2022-11/Background%20to%20World%20Cup%20prevention%20campaign.pdf>

Research strand	Purpose
The Outsiders: Creative Development Research for the Tap Out Campaign, February 2020 (Phase 1) June 2020 (Phase 2) August 2020 (Phase 3)	<p>Focus groups and depth interviews to explore creative routes before they were fully developed, and to sense check assets before their launch to identify final amends that needed to be made.</p> <p>Phase 1 sought to test creative routes communicating the concept of closing betting apps and establish salience and resonance with target audiences including prompting behaviour change.</p> <p>Phase 2 sought to validate the impact of the Tap Out creative route without famous talent (due to COVID-19) and sense check scenarios used during the pandemic.</p> <p>Phase 3 sought to evaluate whether the creatives needed further modifications (e.g., tone, comprehension, communication) to dial up impact and determine message takeout of 'Tap Out'.</p>
Ipsos: Tap Out Message Refinement Research, December 2020	Virtual in-depth interviews were conducted to explore concepts for different creative routes designed to enhance the behavioural change 'Tap Out' element of the campaign. Recommendations were considered when finalising the second iteration of the Tap Out campaign creatives.
Define: World Cup Betting Creative Development Qualitative Research Stage 1, July 2022	Stage 1 included online in-depth interviews and focus groups conducted with primary audience (men who bet on sports with a PGSI score of 1+ aged 18-44 and with a socioeconomic grade of C1C2DE) and secondary audiences (women who bet on sports, Affected Others and those who do not gamble) to explore strategic territories for the World Cup iteration of the campaign. The applicability of 'Bet Regret' and 'Tap Out' as a concept in the context of the World Cup was also probed on.
Define: World Cup Betting Creative Development Qualitative Research Stage 2, August 2022	Stage 2 included online in-depth interviews and focus groups conducted with target audience segments to further understand audience engagement, comprehension, take out and likely impact through testing updated creative routes based on the strongest strategic territories probed on in Stage 1.
Opinium: Football Fans Research, October 2022	A survey to capture the betting behaviours and attitudes of football fans ahead of the 2022 World Cup, and to uncover the likely impact of the World Cup on those who gamble on football. The study also looked at football fans attitudes towards the relationship between football and gambling. ²⁶
Secondary sources	More broadly a number of secondary sources of data and insight on gambling participation and risk of harms were drawn on throughout the campaign development process. ²⁷ Some of these were provided as background to the initial communications agency briefing, and also helped inform research design and targeting in a general sense.

²⁶ Opinium, 2022. Preventing Gambling Harms in Football Fans. Accessed here: <https://www.opinium.com/gambleaware/>

²⁷ Secondary sources include:

The Gambling Commission, 2018. Gambling participation in 2017: behaviour, awareness and attitudes. Accessed here: <https://assets.ctfassets.net/j16ev64qyf6l/7diRcyP5EVEjLtwvOmNNE0/f4080524e3953982344141d7375a1b56/Annual-Report1819.pdf>

NatCen, 2017. Gambling behaviour in Great Britain in 2015: Evidence from England, Scotland and Wales. Accessed here: <https://assets.ctfassets.net/j16ev64qyf6l/2tHWKeU4DN1dj06yxY61ck/4dcb8e0034eee05559c2edcac103ef1c/Gambling-behaviour-in-England-Scotland-Headline-findings-from-the-Health-Survey-for-England-2012-and-Scottish-Health-Survey-.pdf>

Future Thinking, 2016 Responsible Gambling Campaign Development. No longer publicly available.

Revealing Reality, 2017 Responsible Gambling: Collaborative Innovation Identifying good practice and inspiring change. Accessed here: <https://revealingreality.co.uk/wp-content/uploads/2017/10/Gamble-Aware-Report.pdf>

Blaszczynski A and Gainsbury, S, 2018. Responsible gambling public education campaign for Great Britain: A brief scoping review. Accessed here: <https://www.begambleaware.org/sites/default/files/2020-12/item-5a-blaszczynski-gainsbury.pdf>

Castellaro, G, L and Chataway, R (with advice from Griffiths, M), 2017. Expert View on Influencing Gambling Behaviour from a Behavioural Science Perspective. Accessed here: <https://www.begambleaware.org/sites/default/files/2020-12/gambleaware-safer-gambling-campaign-csg-expert-view-final-draft.pdf>

4.1 Campaign audience

Research proved crucial to understanding the behaviours, attitudes and perceptions of people who gamble in Great Britain as the campaign evolved. These insights (included within this report) are intended to inform future safer gambling prevention campaigns.

4.1.1 It is important to build an in depth understanding of potential targeted audiences; those most likely to benefit from a prevention campaign represent a minority of young men who gamble

A segmentation conducted by YouGov²⁸ was carried out between August and September 2018 using an online survey of c. 2,000 men aged 16–45 in the UK that had gambled (either bet online or in person on sports or online casinos) in the last four weeks. This demographic was chosen due to younger men being more likely to experience gambling harm based on various research commissioned by GambleAware, the Gambling Commission and the NHS which find this demographic to be disproportionately impacted by gambling harms.²⁹ A segmentation was chosen to split this large audience into smaller, more targetable segments. The segmentation captured demographic sociodemographic and media consumption profiles of men who bet, revealing key attributes that could be used to help reach those most likely to benefit from a campaign.

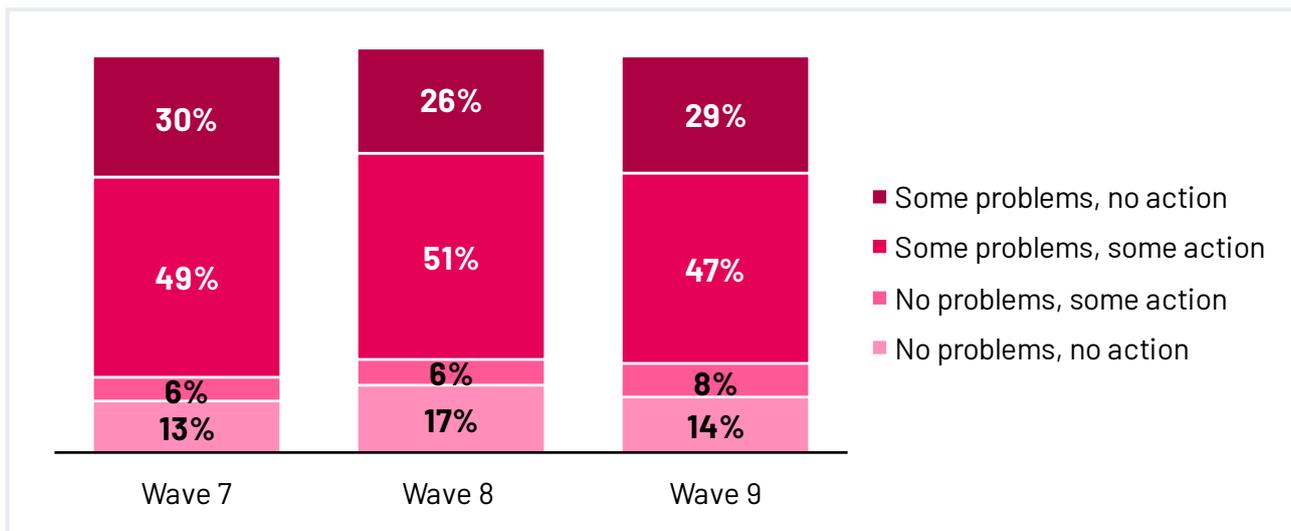
This research demonstrated the complex interaction between betting behaviours, attitudes and attributes of self-reflection, and showcased the wide range of betting profiles within the target audience demographic of young men who bet. Six segments were identified, with three segments ('A', 'B', 'C') identified as the key groups of interest for future campaign messaging. These segments accounted for around 32% of the sample and were more likely to be experiencing 'problem gambling' (PGSI 8+) and be more open and ready to change their gambling behaviour. These three segments made up 42% of all those who gamble 3+ times a week, and 87% of those scoring 8+ on the PGSI, with reasonable numbers expressing readiness to cut down.

4.1.2 Not everyone who experiences at least a low level of problems from gambling (PGSI 1+) actively takes steps to change their gambling behaviours; self-identification is a key part of behaviour change

Cross-referencing PGSI scores (i.e., identifying levels of problems with gambling) with current action taken to moderate gambling behaviour, the tracking research showed that though around half of the Campaign Audience were experiencing at least a low level of problems from gambling (PGSI 1+) and were either taking action or intend to in the future, a further quarter were experiencing at least a low level of problems from gambling (PGSI 1+) but were **not** currently taking action or had no intention to take action in the future. As such, future prevention campaigns need to consider providing advice and support for those currently taking steps, but also help to increase contemplation among those not taking action.

²⁸ The YouGov segmentation report identified 6 segments labelled at the time as 'High Risk', 'Higher Risk', 'Medium Risk', 'Low Risk' and 'Low/No Risk'. These labels overlap with but are not independent of experience of problem gambling as captured by the PGSI. Further information can be found in the original Bet Regret Synthesis report produced by Ipsos and published in 2021. Accessed here: <https://www.begambleaware.org/news/gambleaware-publishes-bet-regret-synthesis-report>.

²⁹ GambleAware, 2022. Background to World Cup prevention campaign. Accessed here: <https://www.begambleaware.org/sites/default/files/2022-11/Background%20to%20World%20Cup%20prevention%20campaign.pdf>

Figure 4.1: Betting profile of the Campaign Audience

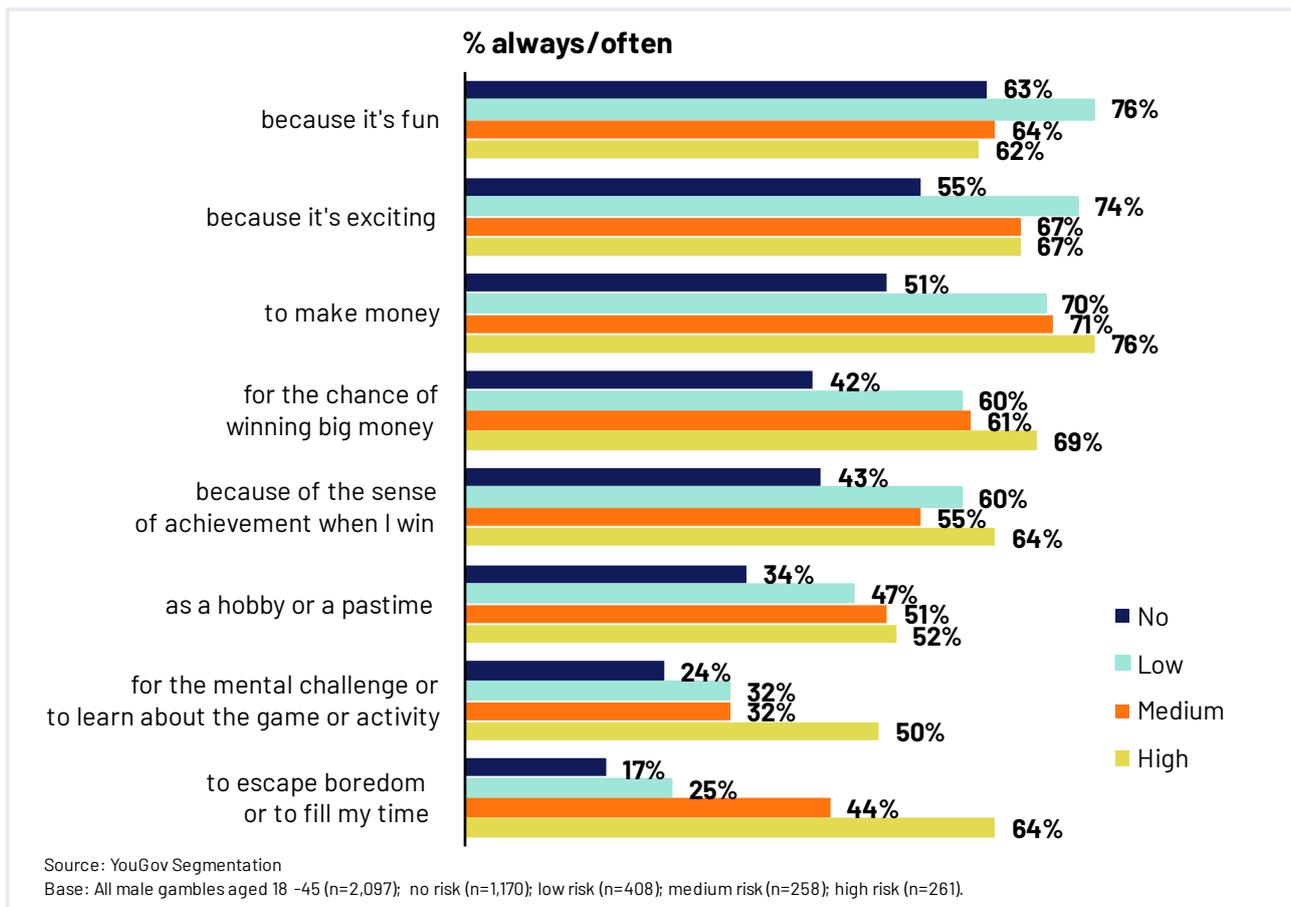
Self-identification of having a ‘problem’ may be an important step in this process. Through the tracking research it showed that those who ‘felt that they might have a problem with gambling’ (a specific measure within the PGSI scale) were much more likely to claim they are currently or intend to take steps to change their behaviour. Whereas this is much lower among those who felt that they have never had a ‘problem’ with gambling.

4.1.3 Understanding motivation is key: those experiencing ‘problem gambling’ (PGSI 8+) are more likely to gamble to escape boredom, whilst those experiencing lower problems are the most likely to gamble for fun

Through the YouGov segmentation it was found that motivations for gambling varied depending on the level of problems individuals were experiencing from gambling. Those experiencing a higher degree of problems with their gambling typically cited a wider range of motivations to gamble. The largest difference between PGSI levels was gambling to ‘escape boredom’ or to ‘fill time’, which was cited by 64% of those experiencing ‘problem gambling’ (PGSI 8+), but only 17% among those not experiencing any problems (PGSI 0). Differences in motivations across PGSI levels were less pronounced for gambling being perceived as ‘fun’ and ‘exciting’, demonstrating a shared perception among all that gamble.

A thorough understanding of why individuals bet and the scenarios in which they do so helped to inform the selection of which real life situations to depict in the campaign execution and highlight as attributes of behaviours people associate with regret (e.g., betting whilst bored or chasing losses).

Figure 4.2: Reasons why men who bet frequently gamble by PGSI level



4.1.4 The emotional experience of a bet provides more commonalities among those who bet than behaviours do; efforts should therefore be focused on conveying the feeling of making bets people associate with regret

A challenge for the campaign was to tap into something that all who bet could identify with and encourage them to self-reflect. However, research conducted for the campaign found that betting behaviours vary greatly between individuals and common ground is elusive. In the focus groups conducted as part of The Nursery’s Safer Gambling Development Research (September 2018), it was established that finding behavioural common ground among those who bet is very hard to do. Discussion of everyone’s betting routines as part of focus groups revealed that a long-standing behaviour for one person could easily be considered out of the ordinary for someone else. Similarly, a big loss could be a minor annoyance for some, but for others could mean that they could not pay their bills at the end of the month. Either way, as the quote below demonstrates, young men who bet felt that establishing what was typical behaviour was too difficult for anyone to attempt.

“Betting is different for every single person, so each person has their own normality. GambleAware can’t say what’s normal and what’s not”

The YouGov segmentation also indicated significant variations in behaviours among those who bet, specifically in the amount of time spent gambling in a day and what time of day they usually gamble. Those in segments who were identified within the study as being at ‘higher risk’ of experiencing harms

from gambling were more likely to spend two hours or more a day gambling and gamble during the week especially late at night. While only a small minority of 'lower risk' segments (identified within the study as being at 'lower risk' of experiencing harms) said they spent two or more hours gambling a day and gamble late at night (see Table 8.3 for full list and descriptions of segments).

Although not available during the original campaign, guidelines such as the Lower Risk Gambling Guidelines could offer useful recommendations for people to reduce their risk of experiencing harms by following data-led thresholds such as:³⁰

- Gamble no more than 1% of household income before tax per month
- Gamble no more than 4 days per month
- Avoid regularly gambling at more than 2 types of games

The Nursery's Safer Gambling Development Research (September 2018) used focus groups to explore the journey that those who bet go through when they place a bet. Those who bet were asked to explain how they felt at different stages of the bet, from initial consideration, to placing the bet, through to finding out the result. The research found that the emotions experienced by those who bet was considerably more universal than their behaviours and routines. In groups, participants struggled to agree on what an affordable bet was, or how often was too often to be placing bets; however, they did identify the different stages of placing a bet and agree on what emotions they experienced at each stage. This included confidence before placing the bet moved to excitement having placed it; then depending on the outcome ended in relief or disappointment and frustration.

The fact the behaviours were so varied among people who bet, but the emotions experienced were more universal suggests that if a prevention campaign is to resonate more broadly, it must focus on the common emotions experienced by everyone in their betting journey. With no two people who gamble being the same, and a bet only being perceived as a 'bad' bet once someone has lost. The brief for early creative development of 'Bet Regret' was therefore to focus not on defining what a regretful bet is, but on how it feels. The regret of having chased a loss felt suitable as it was seen as a universal behaviour and could be discussed without needing to specify a type of bet or a betting situation.

4.1.5 Gambling harms are exacerbated at times of major sporting events; there is therefore value in using key sporting moments to reach at risk audiences

Research among football fans by Opinium³¹ in October 2022 predicted that the World Cup would likely lead to a surge in betting. The research predicted that 27% of football fans who have not bet on football in the last 12 months were likely to bet on the World Cup. This evidence suggested there would likely be an expansion in the target audience of the campaign in this period.³²

This research also indicated that surrounding environment in the context of the World Cup could potentially encourage and drive gambling harms among the key demographic (young men aged 18-44) who are already generally more likely to experience harm. Compounded by the cost-of-living

³⁰ Lower-Risk Gambling Guidelines, 2023. Developing Lower-Risk Gambling Guidelines. Accessed here: <https://gamblingguidelines.ca/app/uploads/2023/06/LRGG-Developing-Lower-Risk-Gambling-Guidelines-Report-2021-en.pdf>

³¹ Opinium, 2022. Preventing Gambling Harms in Football Fans. Accessed here: <https://www.opinium.com/gambleaware/>

³² This hypothesis was vindicated by analysis of televised matches Sharman et al (Gambling adverts in live TV coverage of the Qatar 2022 FIFA Men's World Cup) which identified 156 gambling adverts across 30 televised matches. Accessed here: [Gambling adverts in live TV coverage of the Qatar 2022 FIFA Men's World Cup \(tandfonline.com\)](https://www.tandfonline.com)

situation, with a predicted increase in the numbers turning to gambling as an income source during financial difficulties, this meant there was a clear moment where gambling harms could be exacerbated.

This research highlighted that large sporting events can be a key moment to capture the campaigns target audience, at a time where they feel it can be easy to get carried away due to the heightened normalisation of gambling around these events.

Qualitative research by Define Research & Insight conducted in July and August 2022 helped to understand the context of the World Cup and fed into campaign development. For instance, it found that of those who had not personally experienced gambling harms their attitudes towards the World Cup depended on proximity to someone who has problems with their gambling and the extent of the problem.

It also found that among people who were more distanced from those experiencing harms from gambling acknowledged that for those experiencing problems with their gambling, their betting would likely increase during big events such as the World Cup. However, they did not express significant concern, and instead saw it as a time where increased betting is generally accepted and also assumed the odds are less enticing to those who gamble regularly. This highlights a need to raise broader awareness that major sporting events such as the World Cup can be a time where gambling harms are exacerbated for some.

“He probably just thinks it’s more acceptable [during the World Cup] because everyone’s doing it, even the likes of my mum would put a bet on which he wouldn’t be used to it. So he gets brought into the ‘everyone’s doing it so NOW it’s acceptable’ but obviously past experiences for him it shouldn’t be acceptable”

For those who are close to someone where gambling has had a negative impact, this is a time of concern and dread, and when coupled with a normalisation of World Cup recreation and festivity (e.g., drinking and drug use, socialising, and betting), makes it harder to communicate about the problem and can place strain on the relationship and finances. This highlights that for those close to a someone who is experiencing gambling harms, the need and emphasis for them is on the help and support available which can then be used in instances such as during major sporting events.

“The things that come to mind when the World Cup is on is that I barely see my partner- he has no time for me. It’s different as he spends too much money placing bets! This causes arguments leaves me stressed. He drinks more than usual then I worry about money as he spends more on his bets and I’m panicking then have we any money left?”

As discussed further below, when aligning campaigns with major sporting events, evidence obtained through testing the existing campaigns suitability with the World Cup, suggests it is important to keep the messaging and narrative rooted in the relevant sport (at least cues about the sport), to help make it easier for audiences to make the connection.

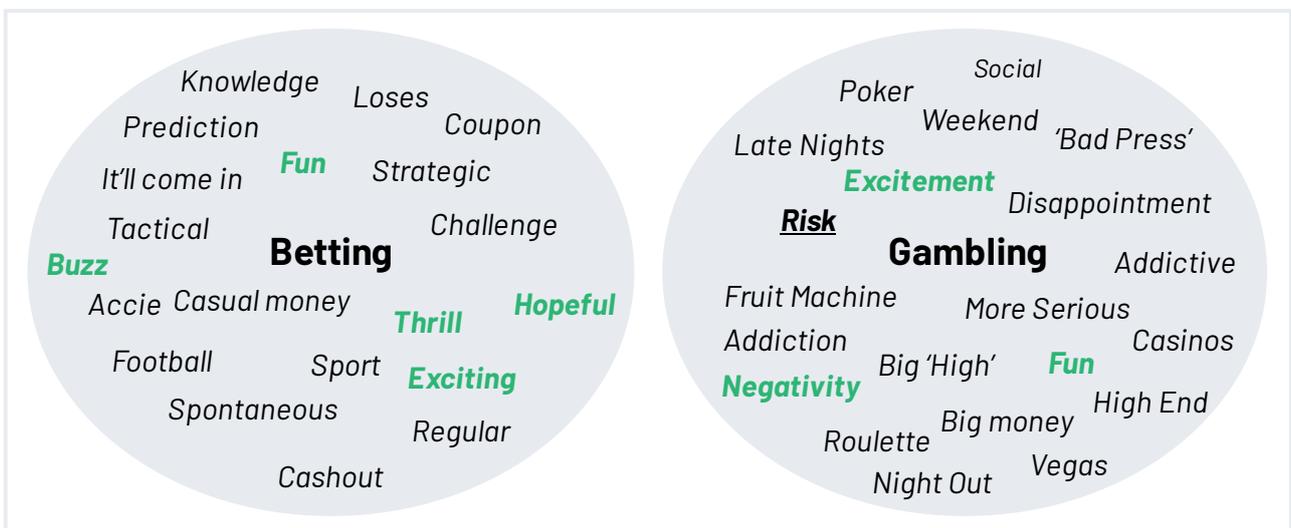
This also highlights a broader learning that there is a need to test narratives and campaigns among a wider audience than just the target audience, as it is important to consider the more holistic impact of the campaign on wider groups of society.

4.2 Campaign messaging

4.2.1 There are important perceived differences between betting and gambling

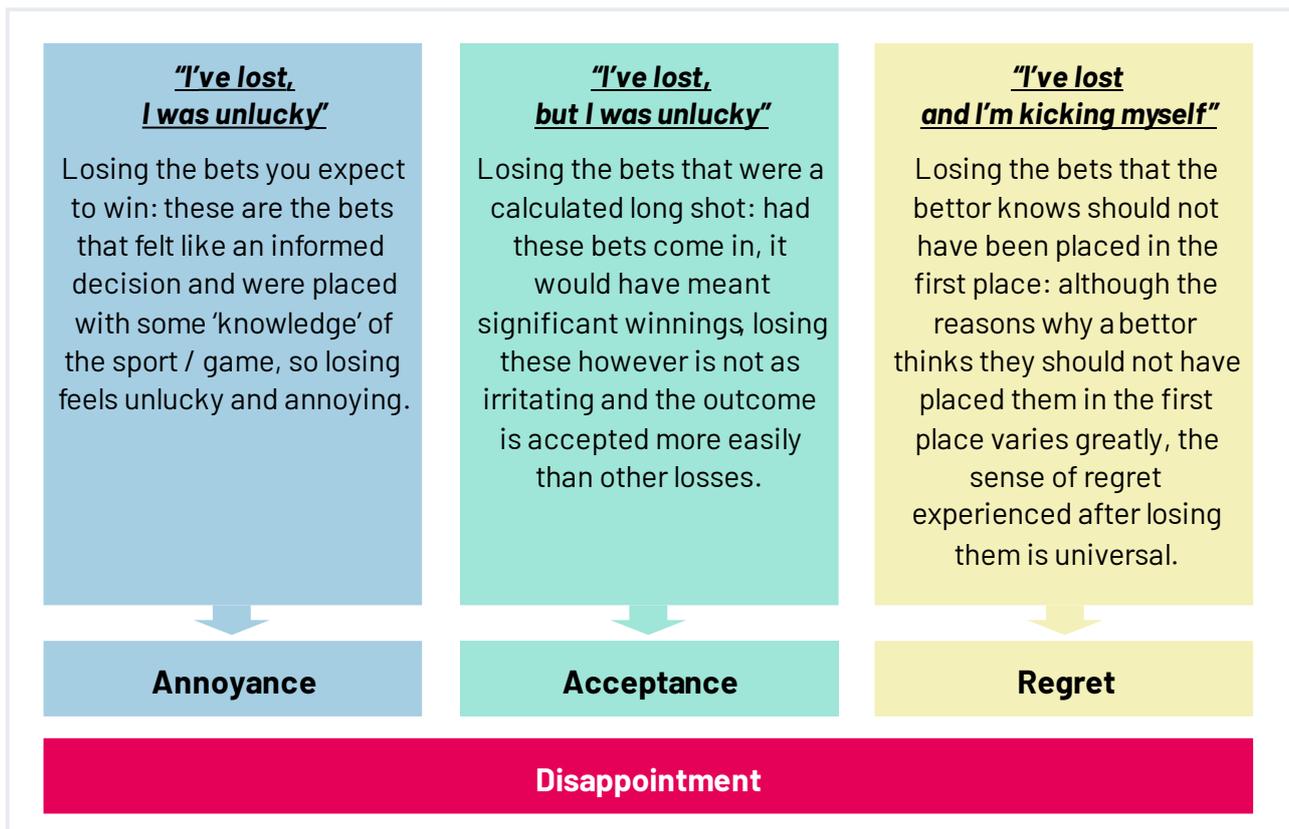
Focus groups conducted as part of The Nursery’s Safer Gambling Development Research in September 2018 revealed the subtle but clear differences between the perception around betting and gambling. Fundamentally, gambling feels much more loaded as a term than betting. Those who frequently place bets feel that gambling has a ‘bad press’ and is seen as more serious and addictive than betting. Betting, however, was not associated with notions of compulsion and/or ‘addiction’, but instead associated with skill in the minds of the target audience who took part in groups. When asked to attribute words with ‘betting’, participants came up with ‘strategic’, ‘tactical’ and ‘knowledge’. When asked to do the same thing with ‘gambling’ they came up with ‘risk’ with no mention on anything to do with skill or knowledge.

Figure 4.3: The differences between discourse around betting and discourse around gambling



4.2.2 The idea of ‘a bet you kick yourself for’ resonated strongly

The Nursery’s Safer Gambling Development Research (September 2018) with young men who bet revealed that the feelings attached to losing a bet has considerable emotional resonance and potential in getting this audience to reflect on their behaviour. The research uncovered three key types of loss experienced (see Figure 4.4).

Figure 4.4: Three key types of loss experienced

The loss experience that had the most potential for campaign development was identified as 'losing the bets that people who bet knew they should not have placed'. Young men who bet strongly related with this type of loss and the feeling of regret that accompanied this sort of loss was considered relatable across all focus groups. This insight led to a brief for creative development in which the key sentiment expressed in the creative routes was 'watch out for the bets that you kick yourself for as soon as you make them'. This takes the insight further than just regretting the bets lost because the audience knows they should not have made them in the first place.

When developing the World Cup iteration of the campaign, campaign development research highlighted the need to be careful when using the term 'Bet Regret'. This is particularly true during times such as the World Cup in which the audience is broadened as relies on and assumes a level of existing knowledge and understanding of the term. When developing campaigns there is a need to consider if a phrase, tagline or word can be easily understood without the context of past campaigns or insider knowledge.

4.2.3 Mental aids can help reduce betting behaviours people associate with regret

A challenge in developing the campaign was balancing the application of leading with specific recommendations or 'tips' to help change behaviour compared to a general call to action to engage with the advice, and support offered by GambleAware. The Nursery's Safer Gambling Development Research in February 2019 found that it was difficult to find tips which worked for everyone. Some were felt to be unrealistic, such as the tip to 'plan other activities' where people argued betting could be done in-between activities. Other tips needed more clarification such as the tip 'take time-out' which needed to offer guidance on how long this cool-off period ought to be. Some were felt to encourage gambling, such as setting a budget or deciding when to bet which suggested that the

target audience would need to bet to use this tip. While other tips, such as setting limits, were seen to show more promise in their feasibility and comprehension.

Further research showed that mental aids can help reduce moments of 'bet regret'. In the second year of the campaign, the focus shifted from achieving broad recognition of behaviours linked to harm to actively helping individuals make changes to their gambling to reduce their risk of harm. GambleAware hoped to do this through developing a mental aid to reduce the likelihood of experiencing 'Bet Regret'. The Ipsos Behavioural Change Research conducted consumer trials of the four top 'nudges' that came out of a workshop with behavioural change scientists and academic experts.³³ The research trial showed that each of the four nudges had different strengths but all showed signs of success.

During a trial of the four different nudges,³⁴ 'Close the App' was the most appealing to those experiencing 'problem gambling' (PGSI 8+). It was expected to have the biggest impact on the behaviour of young men who bet, and considered the easiest to incorporate into a betting routine. It was also found to have a lasting impact on behaviours, with the tip being used consistently, whereas the other tips had low initial take up that took time to increase. 'Close the App' also proved to be impactful among the target audience in ways that fit overall campaign objectives. This was demonstrated not just by progress journals and follow-up interviews, but also in a final survey of all participants. Those who trialled 'Close the App' were the most likely agree that their tip had encouraged them against placing bets they may regret and similarly to make them place less bets that they regret the moment they make them. It was also judged by communications practitioners to be easier to communicate in an impactful way.

The behavioural trial had confirmed the value of the 'Bet Regret' campaign championing a mental aid to support those looking to change their behaviour. As the potential of 'Close the App' as a mental aid to help cut down on bets that caused bet regret, the communications brief for Year Two of the campaign was to popularise the 'Close the App' tip and make it memorable.

4.2.4 It is important to get the right balance in tone between humour and seriousness

In February 2019 and August 2020, creative development research by The Nursery was used to sense check ads in their finished form. The humorous tone in both the '[Kebab](#)' TV Ad and the '[Tap Out](#)' campaign was considered successful, with the humour not detracting from the overall message. The Tap Out campaign was particularly impactful among younger audiences, suggesting a more humorous tone works well when targeting younger cohorts.

In contrast, the '[Chasing losses](#)' film, was perceived to be too serious in terms of tone which was further exacerbated by the 'dark and shadowy' visuals, with some associations of addiction in the creative development research. This insight meant adjustments could be made to the film before its launch through adjusting the time spent on certain frames (specifically on the frame of the person betting stood alone in their kitchen), and to the lighting of the video to help balance the film.

Research for the [World Cup](#) 'Bet Regret' campaign concluded that the tone of the campaign was key to success. The campaign needed to tie in the fun and positive atmosphere of the World Cup while

³³ Details of those involved in the development of the behavioural nudges can be found in the Narrative Report: GambleAware, 2021. Avoiding Bet Regret; an overview of the campaign to date. Accessed here: <https://www.begambleaware.org/sites/default/files/2021-07/THESTORYOFBETREGRETfinal.pdf>

³⁴ For more detail on the behavioural nudges tested refer to Ipsos' Synthesis Report, 2021. Accessed here: https://www.begambleaware.org/sites/default/files/2021-08/20-001116-01%20Safer%20Gambling%20Synthesis%20report%20FINAL%20v5%20ICU0_090721_clean_0.pdf

recognising the increased possibility of gambling, in order to avoid being perceived as spoiling the fun. When testing the suitability of the existing adverts for use during the World Cup, it was felt that when humour was used, it needed to be connected with football to best land and help the audience make the connection to the event. Therefore, when launching campaigns about a specific event it is important that the tone, messaging and narrative of campaign is rooted in the relevant sport.

While a more light-hearted and humorous tone was seen to be important for the World Cup 'Bet Regret' campaign to land best, some campaign routes were seen to go too far in this balance during creative development research. While humour was seen as a key way of helping to bring this more positive tone to the campaign, through this creative development research it was clear the balance of humour and light-heartedness is a fine line to tread. Nonetheless, the comedic tone needs to be secondary to the harms message to clearly land with the target audience.

4.2.5 End frames are important in remembering calls to action

In the second burst of activity of the campaign, the same core content ran across all media, except in the second burst a more behavioural nudge was added to the end frame 'You'll Bet Regret It' to become 'Think Twice or You'll Bet Regret It'. This change in message was important to the overall campaign strategy, as it anticipated the shift that would happen in Years Two and Three of the campaign when the focus centred on influencing behaviour change among the target audience.

In research conducted by The Nursery in July 2019, focus groups were used to explore the extent to which the audience took out 'Think Twice' from the ads, and how strong recall of the message was. The research found that 'Think Twice' as a message was easy to remember and understand. All participants felt able to subscribe to it as a call to action as it felt like good advice for whatever betting scenario they were in without feeling like the campaign was trying to dictate their behaviour.

During development of the 'Tap Out' iteration of the campaign the participants were easily able to recall the call to action of tapping out. However, if they were struggling to recall the action then changes to the end frame would have been necessary to help improve memorability of the call to action, including lengthening the end frame or simplifying the language.

4.2.6 An effective support journey can extend engagement with the campaign beyond exposure to creative ads – helping to guide the audience's behavioural choices

Offering tools and services for people to immediately engage with following exposure to the campaign will help to maximise chances of the audience achieving the campaign's desired outcome. There are various ways in which a campaign can facilitate interaction with the target audience and shape their journey. For example, encouraging visits to an accompanying website or signposting to social media platforms for further support can serve as a useful immediate action for people to take.

Data from the World Cup campaign burst showed a spike in visits to the BeGambleAware.org website during the campaign (74% increase versus the previous equivalent period), and a similar significant uplift in visits to the Bet Regret landing page (500k pageviews versus 3k pageviews in the previous equivalent period) to access resources. The number of followers and interactions across all owned social media platforms had also risen during the campaign period.

The increases in website traffic and social media interaction during the World Cup 'Bet Regret' campaign compared with the period prior to its launch evidences the impact generated by directing people to relevant tools and support. Increased consideration has since been given to which page and information users should see once they click through from an asset.

4.2.7 Use of relevant ambassadors helps to land key messages

Qualitative research was carried out by Ipsos in December 2020 to further understand how the 'Tap Out' iteration of the campaign could successfully interact with the audience through its creatives to deliver the core call to action and ensure it landed positively. The research reaffirmed the popularity of ambassadors and humorous scenarios used in the existing creatives as a successful way to engage the target audience. Content with celebrities was deemed a successful way of sharing the campaign message, with bespoke creatives featuring ambassadors (e.g., David James, a former professional football player) produced to supplement the primary campaign material.

This conclusion was also supported in initial qualitative research by Define Research & Insight in July 2022 used to help design the World Cup iteration of the campaign. It found that ambassadors who are directly involved in football (in this instance) were found to be better received compared to financial experts or more general influencers and celebrities. During the development of the World Cup campaign it was also found that football cues, particularly the football talent and managers, were important in increasing credibility and helped to emphasise the campaign's relevance.

4.2.8 Testimonials of those with lived experience of harms are particularly important and resonate with people, by showing the reality of communities' lives

As part of NatCen's³⁵ research outlining recommendations for reducing stigma within public health campaigns, it noted the importance for campaigns to include storytelling approaches which feature those with lived experience of stigma. It was found that previous anti-stigma campaigns about mental health and drug use which featured those who belong to stigmatised communities were more effective than purely education-based campaigns. The inclusion of lived experience within narratives can help amplify the voice of the community by using their own testimony, words and representatives to describe their experiences. With the right discourse this can increase empathy, allow people to understand the true impact of a problem, and disconfirm negative stereotypes.

The voices of those with lived experience were included within the World Cup PR activity. Former footballer Peter Shilton (who has lived experienced of gambling harms caused by previous gambling) and their partner Steph Shilton (who has lived experience of gambling harms as an 'Affected Other') were involved in co-creating a [World Cup](#) themed film alongside articles in which they discuss their experiences. Subsequent analysis of social media posts during the campaign period showed that the videos featuring those with lived experience had higher engagement rates (e.g., likes, comments, shares). Other forms of co-creation included sharing assets for the World Cup 'Bet Regret' campaign with those with lived experience of gambling harms during the creative development process.

4.2.9 Language and visuals are important to minimise stigma within communications

Research for the World Cup 'Bet Regret' campaign, and more recently released research around stigma, points towards some important considerations around language. Messaging that was dictatorial or paternalistic in nature, or 'top-down', failed to resonate with respondents, and can instead disempower those experiencing gambling harm by positioning them as child-like and in need of guidance.³⁶ Messaging was also tested which intended to challenge narratives that those who experience gambling harms are deviant from the norm and at fault or solely responsible. For example, the use of 'gambling harms can affect anyone' as a message was found to help normalise gambling

³⁵ NatCen, 2023. Stigma Programme Best Practice Scoping Review. Accessed here:

https://www.begambleaware.org/sites/default/files/2023-09/Stigma%20Programme%20Best%20Practice%20Scoping%20Review_0.pdf

³⁶ GambleAware, 2023. 12 ways to reduce stigma when discussing gambling harms – a language guide. Accessed here:

<https://www.begambleaware.org/sites/default/files/2023-04/Stigma%20Language%20guide.pdf>

harms and build empathy with those experiencing regret. Within the campaign execution, it was also found that having more than one character within the advert experiencing these emotions helped show individuals were not alone.

Posing questions has also been found to be useful framing to encourage behaviour change in research by the creative agency The Outsiders. The inclusion of questions are more likely to help the message come across as non-threatening, while also encouraging the viewer/reader to reflect on the question in the context of their own lives and gambling behaviour. Ultimately, this encourages the individual to come to their own conclusions.

The 'Recommendation for anti-stigma campaigns' publication by NatCen³⁷ is a useful document to refer to when developing a campaign that centres on a topic or subject matter which might be polarising or stigmatising. Some other key findings and recommendations to help remove stigma from a gambling related campaign include:

- Using first person language to illustrate it is a health disorder rather than an identity that defines them (e.g., 'person with a gambling disorder' instead of 'addict' or 'problem' gambler).
- Positive framing which focuses on what people can do to reduce harm, rather than only focusing on the negative effects of the behaviour.
- Using the word stigma and describing the harmful consequences of stigmatisation.
- Including guidance about language to use when discussing gambling, changing language to reduce stigma by promoting positive stereotypes.
- Using metaphors (linguistic or visual) in messaging to help communicate complex health topics.
- Avoid language that places shame or blame on people who gamble, language that may instil fear about gambling and avoid linking gambling with other stigmatised conditions or behaviours.

There are also considerations around whether the notion of 'regret' should be used in future campaigns. Messaging around the emotion of 'regret' may risk contributing to stigma as individuals experiencing gambling harms may feel they are of lesser worth due to taking part in something that makes them feel regretful. This highlights the challenges of communicating early signs of gambling harm, and the importance of continuing to build the evidence in this area, given the 'Bet Regret' campaign was one of the first campaigns globally to utilise harms-based messaging. Reducing stigma more broadly is a subsequent focus for GambleAware, who have since developed a programme to reduce gambling-related stigma, which includes language guidance and a new national public health campaign to challenge perceptions of gambling harms.

Subsequent GambleAware research has highlighted the impact that internalised stigma can have when testing communications (e.g., by feeling guilty or ashamed about an activity individuals may resonate more with messages that elicit that emotion). Testing communications among a wider audience can also be useful to understand how the campaign portrays the target audience, with

³⁷ NatCen, 2023. Stigma Programme Best Practice Scoping Review. Accessed here: https://www.begambleaware.org/sites/default/files/2023-09/Stigma%20Programme%20Best%20Practice%20Scoping%20Review_0.pdf

prompts in campaign development and evaluation to ensure it is anti-stigmatising (e.g., reducing blame on the individual and demonstrating that anyone can experience gambling harms).

4.2.10 Certain moments and feelings during the betting experience have found to resonate across campaign iterations

While developing the campaign for the World Cup, in order for it to be in keeping with the sporting event and reach a wider audience during this specific period, both new campaign ideas and existing ones were tested in a series of qualitative research projects by Define Insight & Strategy to evaluate their suitability. Certain messaging, nudges and emotional triggers felt appropriate and would continue to resonate, while others were less suitable in the context of the World Cup.

Messaging that focused on behaviours linked to time limits on betting apps (e.g., losing track of time or setting a time limit) was not seen as universally relatable or a key behavioural risk. Many did not see 'losing track of time' as an issue, with money more closely linked to harm. Money limiting messaging therefore was much more relatable in the context of the World Cup, with getting carried away or accidentally spending more money than intended seen as the key issues.

“I don't think that would work – it takes 30 seconds to put a grand on. Time doesn't matter, it's the value, the mistake. Time's got no relevance to it”

Messaging on exhibiting control when betting was felt to be more appropriate for frequent betting. However, it was less applicable within the context of betting around big sporting events such as the World Cup, where there was a perception that betting around these types of events was infrequent and exceptional.

Messaging around 'chasing losses' and 'getting carried away' was seen as more universally relatable, though there were some concerns raised on the exact delivery of these. For 'chasing losses' messaging, certain versions (e.g. 'chasing bets can quickly mean you are losing control') people associated the chasing element with addiction, making it easier for people dismiss any personal relevance. For 'getting carried away' messaging, some felt certain iterations came across as patronising rather than empathetic.

“It just feels a bit 'tell-you-what-to-do-ey'. Some people do get carried away, that's not great so the message has always got to be there, but this is a bit patronising”

Messaging that focused on avoiding betting behaviours that people associate with regret felt misplaced in the context of the World Cup as participants felt that most betting at this time was 'impulsive' and part of the fun. This messaging made GambleAware come across to participants like they did not understand the event and created a perception of GambleAware 'spoiling the fun'. Upholding the brand image that GambleAware was in tune with its target audience was important to enable GambleAware to be seen as approachable, non-judgemental and trusted. This encourages individuals to reach out to the organisation for advice, tools and support.

Emotions such as the fear of missing out, boredom, excitement, impulsivity, confidence or overconfidence were all recognised as triggers which could lead to bet regret. However, they were not seen as inherently problematic or explicitly negative in the context of the World Cup, but instead

intrinsic to the fun. Therefore, a campaign which focuses on these emotional triggers at key events such as big sporting tournaments risks coming across as ‘spoiling the fun’.

4.3 Campaign execution

4.3.1 A mix of marketing channels helped to maximise reach and improve campaign engagement

The evaluation research and post-campaign analysis sessions showed that a broad channel mix worked well in achieving a wide reach across the primary target audiences and the secondary audiences. This was particularly notable at the World Cup iteration of the campaign whereby the additional PR and partnership activity drove further reach and appeal among the general adult population.

The inclusion of PR content was used to help steer the narrative around gambling harms within key media outlets, whilst partnerships with trusted experts and organisations intended to strengthen the campaign messaging by coming from a trusted voice. It also reached a higher proportion of those negatively affected by someone else’s gambling (i.e., ‘Affected Others’) compared with previous bursts of activity for ‘Bet Regret’. Greater channel exposure was effective in driving overall campaign recognition scores and influencing key campaign outtakes.

At Burst 6, during the World Cup iteration of the campaign, 51% of the Campaign Audience had seen two channels (i.e., TV/VOD, socials/digital stills including out-of-home materials), with videos performing comparatively higher than other channels: 63% among the Campaign Audience, followed by the images at 57%. This recall was the result of the campaign overperforming on impacts and impressions across all media outputs versus initial predictions.³⁸

Similarly, multiple or repeat exposure to the World Cup ads resulted in higher total recognition and led to a positive impact among both the Campaign Audience and broader adult population. For example, those who saw more than one channel were more likely to report that the campaign felt personally relevant; that they recognised the benefits of seeking advice and support to stay in control of gambling; and also expressed interest in sharing the ads with others.

4.3.2 The inclusion of TV/BVOD were crucial to building incremental reach among audiences, whilst social and digital delivered excellent value for money

The evaluation research found that linear TV/BVOD was continually the biggest driver of recognition among all audiences across the Bet Regret campaign followed by social and digital activity. Although linear TV/BVOD recognition fluctuated between waves, it remained comparatively high and peaked (along with total campaign recognition) during the World Cup iteration of ‘Bet Regret’.³⁹

Nonetheless, social and digital activity consistently provided added value throughout the campaign as the second most recognised asset across all waves of tracking among the Campaign Audience. The digital assets provided a unique reach and frequency in addition to linear TV/BVOD. Further still, similar to linear TV/BVOD, recognition of the digital assets also jumped significantly at the World Cup ‘Bet Regret’ campaign due to increased campaign spend. The growth in individual channel

³⁸ Data provided by GoodStuff: TV/BVOD: 10.3m TV impacts through 155 TVRs, 14m BVOD impacts; C-screens: 15.5m impacts; Digital media: 148.3m impressions; Partnership media: 182m impressions via Mail Metro Media and 8.7m impressions via Snapchat

³⁹ At wave 9 of the tracking survey, 39% recognised digital/social assets. YouTube/Facebook were the 2nd and 3rd most commonly cited sources of seeing the campaign. Radio continued to add value, 15% of recognisers said they had heard the campaign on Talksport.

performance as well as broader campaign recall at Year Four for the World Cup followed a plateauing of overall recognition at the tail end of Year Two and throughout Tap Out in Year Three.

Total campaign spend at Burst 6 increased significantly owed to a large donated inventory contributed by external sources supportive of the campaign. As shown in chapter 4 below, whilst campaign recognition scores for Burst 6 were significantly higher than previous waves (especially among secondary audiences), the ratio of increase did not align with the ratio of increased media spend. Moreover, despite some of the increase in spend being absorbed by the rising inflation and in media buying costs, the tracking data indicates that there may be a natural ceiling in how far additional spend drives recognition and suggests the campaign may have reached a saturation point among the core audiences before the World Cup iteration.

4.3.3 The planned timings of campaign bursts should aim to coincide with high profile sporting events to maximise impact, but must consider the risks of alienating those who gamble on non-sports betting activities

There is value in aligning campaign bursts with moments of increased opportunities to bet. This is particularly true for key target audiences during high profile sporting events to maximise impact. The 'Bet Regret' campaign focused on aligning activity around football and horseracing events following segmentation research conducted by YouGov during the initial development stage which had identified these activities as the most popular forms of gambling. It did, however, mean potentially alienating those who gambled in other ways (e.g., in casinos or on slot machines etc). Further research could pretest the campaign messaging to understand its impact among those who gamble on non-sports betting activities.

Findings from the segmentation led to Burst 1 of 'Bet Regret' coinciding with the start of the football and horseracing seasons between February and April, and August and September, in 2019. The first advert '[Chasing Losses](#)' featuring former footballers Dean Saunders and Danny Gabbidon was aired during a football fixture between Manchester United F.C. and Liverpool F.C. Other similar bespoke creatives were developed and broadcasted during Cheltenham Festival sporting event around this time.

As the campaign evolved the timing of 'Bet Regret' activity centred predominately around Premier League football tournaments, with Year Four focused solely on the FIFA World Cup Qatar 2022 as an isolated high-profile event. This was informed by key findings from various research commissioned by GambleAware and also obtained from other external sources such as the Gambling Commission.⁴⁰ Insights from across the different datasets emphasised the importance of running a campaign during the World Cup (which built upon the existing 'Bet Regret' programme) due to increased promotion of gambling in this period. Therefore, the intention behind the timing of each burst was to deliver appropriate and relatable messaging during relevant situations and environments on mass to further increase reach and drive impact.

4.3.4 The media strategy must be reactive to changes within the wider environment to deliver a tonally appropriate campaign

The impact of the COVID-19 pandemic resulted in an extension of the 'Bet Regret' campaign beyond the two-year period initially proposed as GambleAware monitored the suspension of live sports in Spring 2020. The programme was adapted by rescheduling the relaunch to coincide with the return of

⁴⁰ GambleAware, 2022. Background to World Cup prevention campaign. Accessed here: <https://www.begambleaware.org/sites/default/files/2022-11/Background%20to%20World%20Cup%20prevention%20campaign.pdf>

sporting events in late Summer and early Autumn in 2020 and the creatives were revised to reference the start of the new season ('This season, Tap Out, take a moment, avoid Bet Regret') in acknowledgment that this was a pivotal moment for increased betting activity among the Campaign Audience. Similarly, the cost of living crisis was considered during Year Four as the situation could exacerbate risk and potential harm among those experiencing financial difficulties further, prompting them to chase wins or losses during the World Cup which also coincided with the Christmas period.

The context in which this messaging was delivered was similarly considered to mitigate against creating a subduing effect amid wider celebratory activities such as during key sporting moments. The consequences of this could, in turn, potentially impact on GambleAware's credibility in delivering harms messaging at a time of celebration such as during major sporting tournaments.

4.3.5 There are opportunities to align the day-to-day timing of media activity with moments of increased risk of harm

The campaign also identified multiple opportunities to coordinate specific media activity to capture moments of heightened risk among core audiences during high profile tournaments. This approach has the potential benefit of not only maximising reach during high-visibility events but is also likely to be more effective in resonating during in-game, 'hot state', behavioural choices such as betting whilst 'bored' (e.g., betting whilst late at night) or to chase losses as indicated in the YouGov segmentation study.

The selection of media slots in which to broadcast the campaign was also important, given the opportunity to align timings with heightened opportunities to gamble. For example, at Burst 5, the campaign sponsored the Talksport GameDay WarmUp show and certain programme slots during post-match discussions to capture possible moments of regret or risk of chasing losses. At the World Cup iteration, the ads generated the most activity during early peak slots (32% early peak slots versus 16% late peak slots), with the Monday (19%) and Thursday (16%) being the most popular times of the week for creating larger impressions among the target audience. The heightened engagement on Mondays following the post-weekend activity as well as on Thursdays in the build up to weekend ahead also suggests that the campaign was able to build resonance among the audience at multiple points of gambling activity around sporting events. Similarly, the largest number of impressions (37%) was generated during the second week of the group stage matches (week commencing 28th November 2022) as a result of upweighting media spend in November 2022. Running ads during this period was particularly effective in gaining reach across the different dayparts as multiple matches were shown each day.

Findings from the World Cup iteration of the campaign also showed that targeting media buying on high profile games was more impactful in reaching moments of increased risk instead of purchasing media slots on mass across the tournament. However, this approach may be restricted by cost implications due to premiums on more popular events and the increased competition for share of voice due to larger industry investment during these periods. Future campaigns may need to consider a trade-off between maximising reach versus utilising key moments in terms of maximising impact when aligned to capturing periods of increased harm.

Further analysis was conducted by Sharman et al on the prevalence of gambling adverts shown during live coverage of games during the World Cup.⁴¹ It found that of the 176 gambling adverts shown across 30 matches, safer gambling adverts from GambleAware (n20) occurred at a rate of less than one per

⁴¹ Sharman, S. et al, 2023. Gambling adverts in live TV coverage of Qatar 2022 FIFA Men's World Cup. Accessed here: <https://www.tandfonline.com/doi/pdf/10.1080/16066359.2023.2245330>

broadcast match all of which were shown during the pre-game segment compared to the 156 adverts from gambling companies. Similarly, of the 139 operator adverts which included safer gambling messaging, the majority (96%) were shown just at the end screen instead of throughout. Therefore, despite the increased potential for safer gambling ads to build more resonance among target audiences during high coverage events, its impact is often limited due to the large volume of pro-gambling marketing ads which effectively undermine safer gambling messaging. More specifically, the increased frequency of pro-gambling advertising during high profile sporting events such as the World Cup restricts the share of voice from charities like GambleAware in delivering of safer gambling messaging during a time of increased risk of harm.

5

Evaluation and impact



5 Evaluation and impact

This chapter reviews the role of the evaluation research conducted by Ipsos in helping provide regular feedback on exposure to, and impact of, the 'Bet Regret' campaign.

5.1 Evaluation research overview

5.1.1 Introduction to evaluation research

An independent evaluation of the implementation of the 'Bet Regret' campaign was conducted by Ipsos over a five-year period (2018 to 2023), with eleven waves of tracking conducted. The insights and recommendations from the evaluation research were used to identify successful strategies, improve audience targeting and inform creative development to optimise future bursts of 'Bet Regret'. Fieldwork typically took place before and after a media burst, providing valuable pre and post data with which to measure shifts in attitudes and behaviours. Generally, a 'pre wave' precedes each burst of campaign activity to provide a baseline on existing knowledge, attitudes and behaviours among the target audience. Whereas the 'post wave' survey typically follows the end of the campaign activity (or the main burst of media activity) which allows for a point of comparison to help determine the impact of the campaign on these same indicators.

The evaluation approach used for the 'Bet Regret' campaign was in adherence with the Government Communication Service ('GCS') Evaluation Framework.⁴² This framework provides guidance on public sector paid-for campaigns and communication activities. Building on the OASIS ('Objectives, Audience Insight, Strategy/Idea, Implementation, Scoring/Evaluation') a campaign planning guide, developed by GCS, was utilised as it offers recommendations on how to conduct an effective campaign evaluation.⁴³ Further still, the approach used to evaluate the 'Bet Regret' campaign is typical of standard public health campaign evaluation research.

The evaluation approach remained consistent across Years One, Two and Three of the campaign but was altered for the World Cup iteration to integrate changes to the logic model at Year Four. These changes resulted in revisions to the questionnaire used to conduct the fieldwork which then impacted the trackability of results and trend analysis over time for some measures. An additional audience (the 'Affected Others', those negatively affected by someone else's gambling) was also introduced at the analysis and reporting stages to reflect shifts in the broader campaign targeting among secondary audiences.

All surveys were conducted online using the Ipsos Online Access panel. Most waves comprised of a total of n.c.1,600 responses from individuals across two separate samples: 600 responses from the Campaign Audience, and a n1,000 from a nationally representative sample of all adults in Great Britain.⁴⁴ As part of the alterations made to the strategic approach at the World Cup iteration there were changes to the total sample size and audience profile also. The n600 responses from the Campaign Audience were supplemented by an additional natural fall out of men aged 18–44 who bet on sports and/or casino gambling products at least once every four weeks within the wider general

⁴² Government Communication Service, 2018. Evaluation Framework 2.0. Accessed here: <https://gcs.civilservice.gov.uk/wp-content/uploads/2020/03/Evaluation-Framework-2.0.pdf>

⁴³ Government Communication Service, 2020. A guide to campaign planning. Accessed here: <https://gcs.civilservice.gov.uk/wp-content/uploads/2020/03/Guide-to-Campaign-Planning-OASIS-Framework.pdf>

⁴⁴ The exceptions are wave 3 which was only asked of 600 members of the Campaign Audience and at wave 10 which had an increased overall sample size.

population sample, which had also increased to n2,000 nationally representative adults. As mentioned, an additional subgroup (the 'Affected Others') was included at wave 10 because of its inclusion within the new strategy. By adding, these additional subgroups, the evaluation was able to capture awareness, attitudes and behaviours more broadly among secondary audiences also. Similarly, monitoring the perceptions of these audiences was a useful way of measuring the impact of the campaign beyond its primary target audience.

As mentioned, the total sample size was increased at both waves 10 and 11 to capture broader exposure to the campaign and monitoring any changes in gambling behaviours and attitudes of those within the target audience, both towards their own behaviour and gambling in general. Table 5.1 below provides a further breakdown of the key subgroups tracked throughout the study.

Table 5.1: Key tracking audiences⁴⁵

Audience type	Definition ⁴⁶	Wave 9 (n)	Wave 11 (n)
Primary campaign audiences:			
Campaign Audience	Men aged 16-44* in Great Britain who bet on sport or casino online at least once every four weeks	600	798
Behaviour Change Audience	(Subset of Campaign Audience) Men aged 16-44* who bet on sport online and/or football, and who bet at least twice a week	377	577
Those experiencing 'problem gambling' (PGSI 8+)	(Subset of Campaign Audience) Men aged 16-44* scoring in the top band of risk statements at Q10 ['In a typical week, on how many days would you say you gamble']	247	403
Secondary campaign audiences:			
All adults	Full general adult population in Great Britain	1,000	2,000
Wider Gambling Audience	(Subset of All Adults sample) General adult population who gamble at least once every four weeks	555	1,073
Non-gambling Audience	(Subset of All Adults sample) General adult population who do not gamble	445	927
Affected Others	(Subset of All Adults sample) General adult population that are negatively affected by someone else's gambling	n/a	194

⁴⁵ Table 5.1 illustrates 'n' sample size achieved pre/post increases total sample at wave 10; overall sample sizes varied between waves.

⁴⁶ Increased to men aged 18-44 at waves 10 and 11 as almost all forms of gambling by later waves were illegal to those under 18.

5.1.2 Holistic campaign evaluation

Reviews of the early phases of the evaluation research were primarily focused on survey data which was analysed separately to media execution data. As the campaign developed, the evaluation took an increasingly holistic, multi-source, approach. This sought to integrate all aspects of the World Cup campaign activity to provide an overview of different performance indicators related to output and outcome components of the campaign logic model (see Table 3.1 in chapter three), and also present broader assessment of the campaign impact. It involved an integrated approach which included collaborating with multiple media and marketing comms agencies to factor in different insights and data sources from beyond the survey. For example, other data sources which were part of the holistic evaluation included paid media, PR, partnerships, social media and website analytics.

The outcomes for each data source were assessed against the targets set by the individual agencies for the different strands to determine overall performances. Insights from each strand were also evaluated against the campaign monitoring from the survey to further consolidate the campaign performance. For instance, the media performance and engagement metrics were triangulated with the monitoring survey to identify correlations between reach and channel frequency with recognition scores to determine whether the current media strategy was effective in reaching its target audience.

In short, the findings from the holistic evaluation presented a more rounded perspective of the impact of 'Bet Regret' to guide future strategic decisions and optimise future performance. Further, an integrated approach provided opportunities for interagency collaboration among those involved in the campaign from the outset to ensure all agencies were working from the same framework and ultimately towards a common goal.

5.2 Exposure to the campaign

5.2.1 The campaign had a small share of voice relative to advertising from gambling operators

As noted in the key highlights report of the campaign,⁴⁷ total spend of the 'Bet Regret' campaign represents a small share of voice of all adverts related to gambling (e.g., some bursts had a share of voice of just 1% to 3%). Donated inventory did help boost share of voice for 'Bet Regret', but ads that promoted gambling vastly outnumbered the reach of the campaign. Analysis by Goodstuff Media found that for every one ad shown by GambleAware during the World Cup, there were around thirteen ads shown that promoted gambling. In this context, the 'Bet Regret' campaign has secured a high level of awareness and engagement relative to the level of campaign spend.

The evaluation research showed that the proportion who had spontaneously seen or heard any adverts relating to safer gambling mostly increased over waves 5 to 9, peaking at wave 7 (53%). There was similar spontaneous recall (45%) of any safer gambling messaging specifically during the World Cup period at wave 11.

More specifically, participants were more likely to recall key elements of the 'Bet Regret' campaign at wave 9 than they were able to at wave 4 (such as reference to 'GambleAware' 11%, 'Tap Out' 5%, or 'Bet Regret' 3% at wave 9). Further still, there were statistically significant uplifts in spontaneous

⁴⁷ GambleAware, 2023. World Cup Bet Regret Campaign evaluation: key highlights report. Accessed here: <https://www.begambleaware.org/sites/default/files/2023-05/World%20Cup%20Bet%20Regret%20campaign%20evaluation.pdf>

references to 'GambleAware' (13%) and 'Bet Regret' (5%) at wave 11, positively indicating an increased share of voice during this time.

However, the data also highlighted the challenge the 'Bet Regret' campaign continued to face in terms of standing out as 'top of mind' against other high profile safer gambling messages such as 'When The Fun Stop, Stops' which was delivered by the Senet group on behalf of the gambling industry. For example, 'When The Fun Stops, Stop' was cited by 14% of people who had seen relevant advertising at wave 4. Similarly, though GambleAware had a high volume of spontaneous recall within prevention messaging, participants were also likely to cite operators or operator ads. This further demonstrated the ever-present issue of trying to distinguish a (owned) GambleAware campaign from general displays of the BeGambleAware strapline required on operator ads.

5.2.2 The campaign media strategy was effective, evidenced by high recognition scores among target audiences

Metrics used to calculate campaign recognition confirmed that the campaign had an efficient media strategy with spend targeted in the right areas to maximise exposure among key groups of interest.

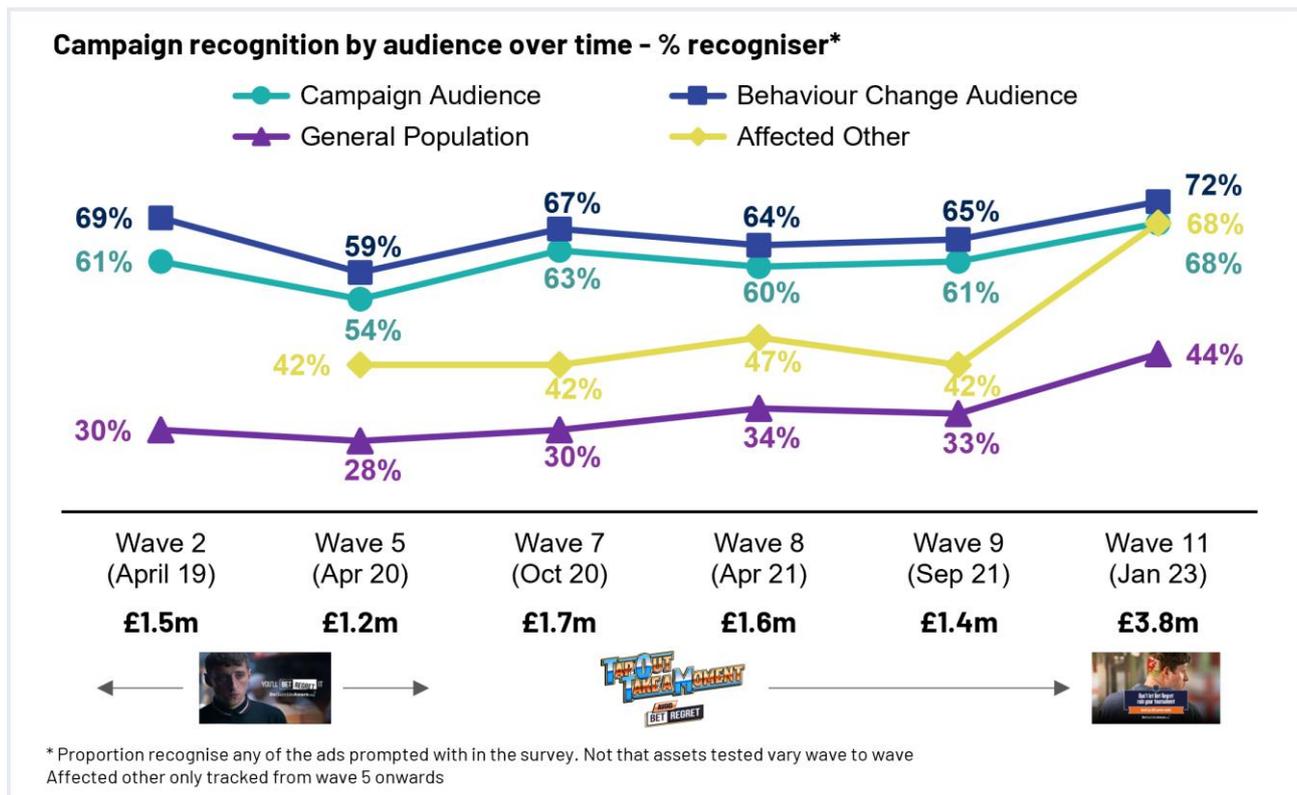
The second half of each survey asked participants whether they had seen or heard of the 'Bet Regret' campaign. As shown in Figure 5.1 below, recognition was consistently higher among target groups for the campaign, demonstrating that it was well-targeted and resonated with the core audiences.

Similarly, campaign equity had gradually built over the four-year period but most notably from Year Three (i.e., Burst 5) to Year Four (i.e., Burst 6). Burst 6 saw total recognition reach new heights, particularly among the general population the 'Affected Others'. A possible explanation for this was the increased exposure of the 'Bet Regret' campaign during the high-profile FIFA World Cup Qatar 2022 event.

The tracking research also provided some points of comparison to other campaigns. Ipsos campaign norms database suggested that campaign recognition was broadly in line with other national TV led campaigns in the public sector, and had a greater reach and recall than the 'When The Fun Stops, Stop' campaign.⁴⁸

As expected, the decay in recognition scores aligned with bursts of high-profile media activity; however, campaign recognition remained relatively high among key groups during periods of lower campaign activity suggesting that the campaign was memorable.

⁴⁸ Comparing results for wave 4 with similar metrics with The Senet Group's 'When the Fun Stops Stop' campaign at nine months in - When The Fun Stops, Stop 'recognition' was 56% among regular gamblers, and 36% among all adults.

Figure 5.1: Prompted campaign recognition (post waves only)⁴⁹

Although not included in Figure 5.1, recognition was even higher among those experiencing 'problem gambling' (PGSI 8+), with three-quarters (77%) recognising the campaign at waves 2, 4, 7 and 9. This suggests that the campaign was particularly effective in reaching those experiencing the highest levels of harm.

The evaluation did consider the cost effectiveness of the campaign's reach. This was most useful evaluating the merit of individual media channels, the mix for which was optimised over time. At an overall level, the initial burst of the campaign delivered a recognition per £1m spent of 41%. This compared favourable to the Ipsos campaign normative database which at the time ranged between 23% and 44% recognition per £1m spent. This remained largely consistent across early bursts of the campaign.

Despite the higher campaign recognition scores at the World Cup 'Bet Regret' campaign (which reflected the increased spend), the recognition per million spent was comparatively lower across the campaign audience (18%).⁵⁰ This partly reflected inflation and the cost of advertising placements during Christmas and a high-profile sporting event.

⁴⁹ Definitions for the target audiences: The 'Campaign Audience' refers to men aged 16-44 (increased to 18 years at wave 10 and 11) who bet on sport or casino online at least once every four weeks; The 'Behaviour Change Audience' is a subset of the 'Campaign Audience' and refers to men aged 16-44 (increased to 18 years at wave 10 and 11) who bet on sport online and/or football, and who bet at least twice a week; The 'General Population' are adults aged 18 and over; The 'Affected Others' is a subset of the 'General Population' and refers to that are negatively affected by someone else's gambling.

⁵⁰ Recognition per million spent (18%) includes donated inventory and therefore not indicative of GambleAware's return on investment.

5.2.3 The campaign also reached women who gamble, despite focus on young men who bet frequently

The final wave of tracking (wave 11) for the World Cup iteration of 'Bet Regret' obtained significant reach among women who gamble. Although reach was comparatively lower for women who gamble compared with men who gamble (44% versus 57%), recognition was still in line with the wider general population (44%), suggesting that the campaign remained relevant and was appealing to a broader audience.

Similarly, unprompted recall of safer gambling messaging was 36% among women who gamble compared to 42% among men who gamble; again suggesting strong cut through across broader gambling audiences.

Separately, the campaign also had significant reach among men aged 18-44 from minority ethnic communities who gamble. Over two thirds (69%) of ethnic minorities recalled seeing the World Cup campaign and around three fifths recognised both the video and static ads (59% versus 51% Campaign Audience). Again, unprompted recall of safer gambling messaging during the World Cup campaign was slightly higher among minority ethnic communities (52%) versus the Campaign Audience (49%).

In sum, lower reach among the broader secondary audiences was not unexpected despite the campaign focusing on younger men who bet regularly. The high recognition levels among all men indicated that the campaign was able to resonate with a wider group of men who gamble beyond the core target audience (i.e., men aged 16-44, later increased to 18-44, who bet on sport or casino online at least once every four weeks). Whereas, campaign exposure among secondary audiences within the general population, particularly women, demonstrates the importance of considering an inclusive heterogenous approach when identifying a target audience. This will help ensure the campaign is representative and help further increase impact by simultaneously resonating with multiple audiences.

5.3 Performance of the campaign

5.3.1 The campaign was received well, and broadly viewed as believable, memorable, and entertaining.

The evaluation research complemented earlier creative development qualitative research by providing quantitative feedback on how those who bet frequently reacted to campaign content.

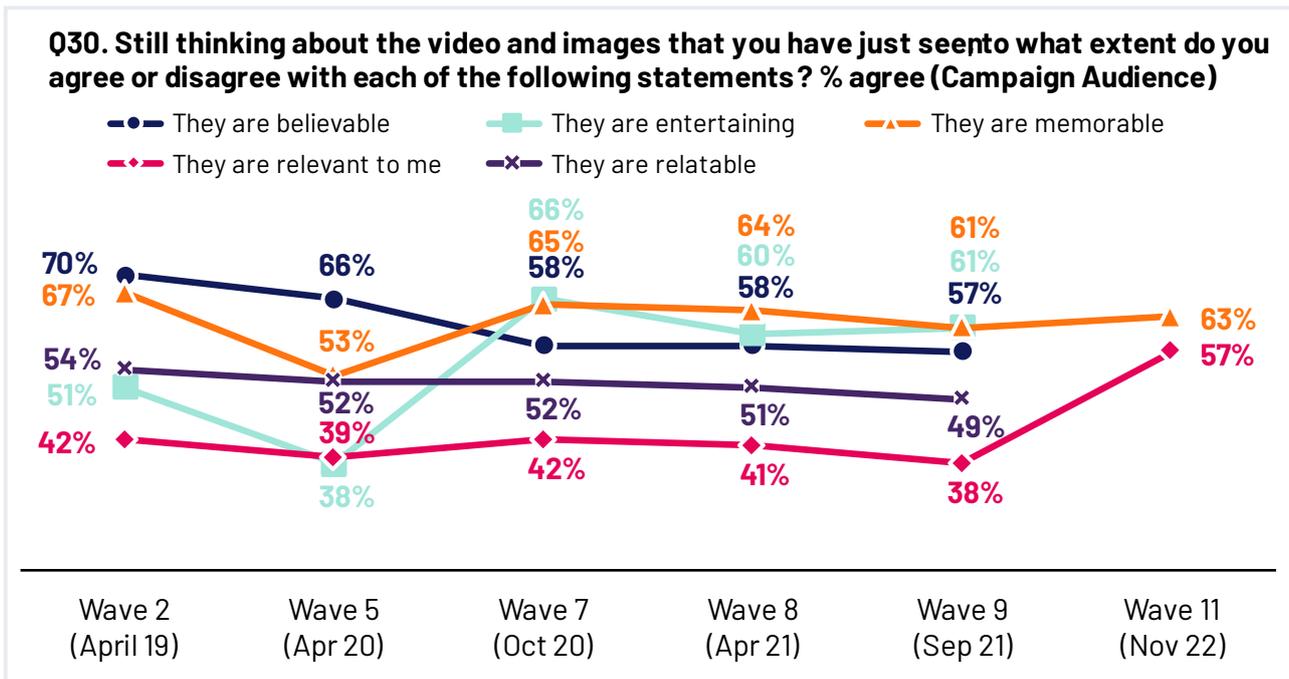
Overall, the results validated earlier research in confirming that those who bet frequently found the content 'memorable' (a peak of 65% agree versus 12% disagree) and 'entertaining' (a peak of 66% agree versus 12% disagree). Despite the humour and fictitious nature of the campaign, viewers understood the universal emotions experienced by the characters included in the assets. Moreover, most found the content 'believable' (peak of 70% agree versus 9% disagree) and 'relatable' (peak of 54% agree versus 20% disagree).

The evaluation research also showed that the second iteration of the campaign and launch of 'Tap Out for Timeout' messaging delivered further impetus. The scores for being 'entertaining' and 'memorable' increased significantly between waves 6 and 7 (from 41% to 66% and from 51% to 65% respectively),

and remained stable at waves 8 and 9 (60% and 61% thought the ads were ‘entertaining’, and 64% and 61% thought they were ‘memorable’ at waves 8 and 9).⁵¹

The World Cup iteration continued to build on the positive reception towards the campaign assets. Additional diagnostics were asked about the World Cup ads to measure impact. Most individuals thought that the ads were ‘credible’ (71%), ‘unique’ (64%) and ‘useful’ (65%). Given the campaign was well established by this point, it is to be expected that relatively fewer said that they told them ‘something new’ (56%); however, most still considered them to be ‘memorable’ (63%).

Figure 5.2: Campaign diagnostics (post waves only)



5.3.2 The campaign was most relevant among those who were taking or thinking about taking action to reduce their betting

It is important to note that the Campaign Audience was defined as all young males who bet on sport. The earlier YouGov segmentation (conducted between August and October 2018) had identified that only 22% of young men who bet frequently within segment ‘A’ were considered at ‘medium risk’ of experiencing harms from gambling, suggesting that the campaign would not be directly relevant to all those who bet frequently in this demographic. Further analysis was undertaken in wave 8 of the evaluation research to assess the extent to which the campaign was effective at reaching its target audience.

At wave 8, 41% of the Campaign Audience said the campaign was ‘personally relevant’, which rose significantly to 58% (+9 percentage points from wave 7) of those who are experiencing ‘problem gambling’ (PGSI 8+). This data positively indicates that amends to the campaign execution at latter iterations were successful in increasing the relevance among those in greater need of taking some form of action.

The increase at wave 8 was not sustained during the final burst of ‘Tap Out’ and personal relevance scores wave 9 fell (38% Campaign Audience and 47% those experiencing ‘problem gambling’ – PGSI

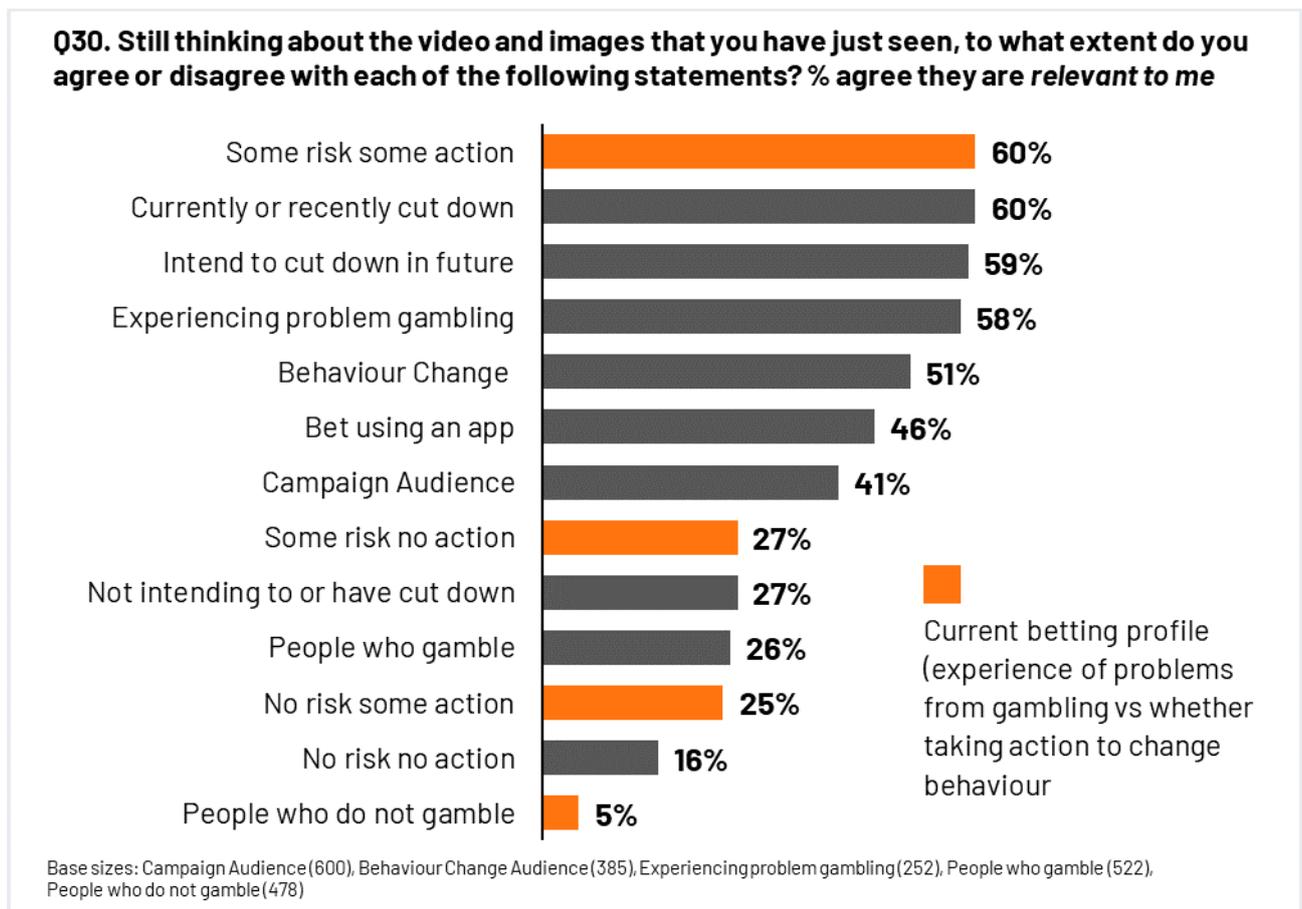
⁵¹ A fall in agreement that the campaign assets were ‘believable’ due to fictitious nature of revised assets featuring a wrestler.

8+). However, the World Cup iteration saw a significant recovery; 57% of the Campaign Audience and 65% experiencing 'problem gambling' (PGSI 8+) agreed that the campaign felt 'personally relevant' respectively. Relevance was higher still among the Behaviour Change Audience at wave 11 (62%) which translated into increased action-taking among this key audience after being shown the campaign assets.

As shown in Figure 5.3, further investigation at wave 8 confirmed that the campaign resonated most strongly with who are most likely to benefit from a call to action (both those currently or intending to cut down), and less strongly with those who are still at risk of gambling harm but who are not contemplating taking action.

Findings from wave 11 show that personal relevance remained high among those currently (64%) or intending (69%) to cut down their betting behaviours. There was also a significant increase among those who have not recently or intending to cut down (46%), evidencing the impact of the campaign in driving relevance among those that are less engaged. Future campaigns may wish to build on this by encouraging greater contemplation among target audiences in reflecting on their behaviour.

Figure 5.3: Relevance of the campaign by betting profile (wave 8 only)



5.3.3 The key messages associated with each phase of the campaign were generally recognised and well understood with notion of Bet Regret ever-present within campaign iterations

The evaluation research also provided an opportunity to test whether the campaign assets performed well at delivering key campaign messages. The survey used a mixture of unprompted and prompted questions to test understanding of the campaign, including asking participants to fill in thought bubbles to explain in their own words how key characters could be feeling.

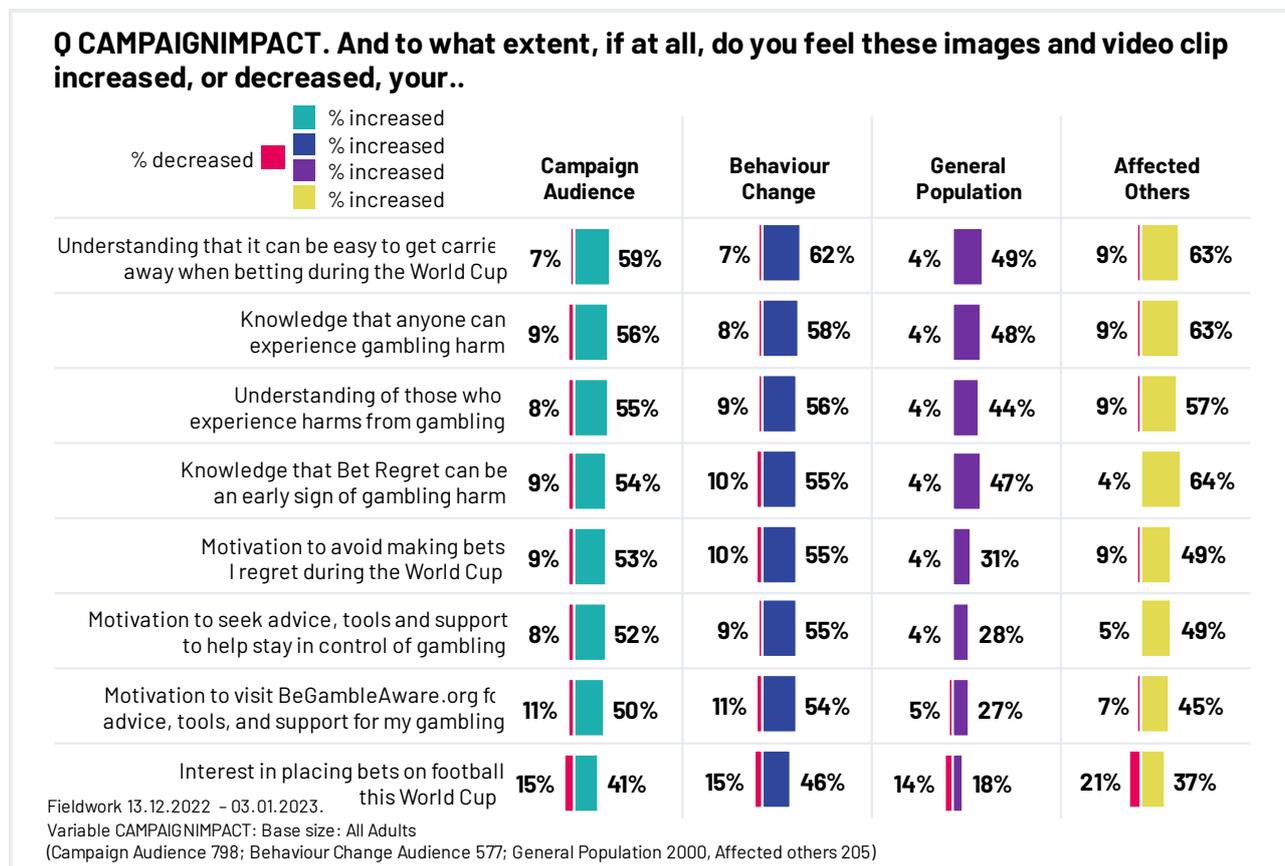
The successful delivery of key messages was evident throughout:

- At wave 2, when asked to fill in the thought bubble, participants were overwhelmingly most likely to use phrases which elicit immediate bet regret; such as: 'Should I...', 'Why did I...', 'I shouldn't have...', 'I wish I hadn't...', 'Is it worth...', 'Oh no...', 'Oh dear...', 'What am I doing...', 'What have I done...'
- At wave 4, the proportion of participants identifying the notion of 'Think Twice' was increasing – matching its integration within the campaign.
- At wave 8, the data validated the evolution of the campaign. The notion of the behaviour change technique 'Tap Out' was selected by over half of the Campaign Audience as a key message takeout from the campaign ads shown (53% selecting at least one statements relating to 'Tap Out' behaviour), but not at the expense of other broader concepts of thinking twice or avoiding bet regret.
- At wave 11, the top messaging takeout continued to centre on the concept of 'Bet Regret' within the context of the World Cup. When prompted, key takeouts also included the potential to easily get carried away whilst betting during the World Cup; 38% of the Campaign Audience thought this (ranked second in list of takeouts), increasing to 55% and 53% of all adults and 'Affected Others' (ranked first in list of takeouts) respectively suggesting broader awareness of increased risk during significant sporting events among broader audiences. Brand association was also higher, with two fifths (41%, ranked first in list of statements) of the Campaign Audience selecting visiting BeGambleAware.org for advice, tools and support. These takeouts also correlate with the unprompted message takeouts (presented in Figure 5.4) which saw frequent mentions of 'regret' and getting 'carried away' during the World Cup period.

possible that emphasising relatability with the audience (e.g., communicating that the World Cup is a time where individuals feel like they can get carried away) can lead to unintended effects.

Some caution should be applied when interpreting these findings more broadly as these are based on **self-reported** claimed behaviour, and the audiences tend to agree with the statements shown than disagree. Nonetheless, the data validates the successful delivery of the core campaign outtakes.

Figure 5.5: Action taken as a result of seeing the campaign (wave 11 only)



5.4 Impact of the campaign

5.4.1 Awareness of BeGambleAware increased over the course of the campaign, with significant increases in use of BeGambleAware.org as the campaign evolved

One of the aims of the campaign was to increase awareness of BeGambleAware.org as a website that could be used for advice and support for anyone that gambles. During Year One of the campaign the proportion of the Campaign Audience who were aware of BeGambleAware increased from 81% to 92%. Whereas more detailed knowledge of BeGambleAware as a provider of support was comparatively lower. That said, the proportion who said they knew at least a fair amount about BeGambleAware also rose from 24% to 32% during the same period. However, it is worth noting that awareness levels of the BeGambleAware brand began with a high baseline which may be partially due to the inclusion of the BeGambleAware branding on gambling operator ads and the frequent misattribution with the 'When The Fun Stops, Stop' messaging also present on ads.

When asked specifically which services they have recently used or may use in the future, the research also identified positive shifts in likelihood to make use of BeGambleAware as a source of support. For

example, those in the Campaign Audience who would use BeGambleAware in future increased from 29% to 34% across all 11 waves of tracking.

Likewise, intention to use the BeGambleAware.org website climbed from 27% to 35%, with the biggest shift occurring either side of the World Cup campaign at waves 10 and 11 (+5 percentage point increase). This was further evidenced by the majority of the Campaign Audience (58%) at wave 11 agreeing that the campaign was associated with the BeGambleAware brand. Similarly, the proportion of individuals who had recently cut down using BeGambleAware increased from 34% to 44% during this same period.

Furthermore, the proportion of those who said they would reduce their gambling by themselves without the support of others fell from 32% at wave 1 to 22% at wave 11 among those who had not previously attempted to change their behaviour. This arguably suggests that there has been an increase in normalising the involvement of others to help change behaviour.

5.4.2 The campaign led to people taking various means of direct action, including contacting or visiting BeGambleAware for advice and support, as well as prompted various self-appraisal measures

The final wave of tracking (wave 11) identified that of the Campaign Audience who recognised the campaign, three quarters (76%) claimed to take action as a result. Top claimed actions centred on BeGambleAware; the most likely action was visiting BeGambleAware.org for further information on tools and support (24%) and a similar proportion said they would recommend BeGambleAware.org to someone else (21%).

This was further evidenced by an uplift in organic searches of 'GambleAware' and 'Bet Regret' (e.g., c. 22,000 mentions of terms relating 'GambleAware' and c. 1,300 mentions relating to 'Bet Regret') during the initial weeks of the campaign launch in November 2022; increases in visits to the website (approximately 1.16m pageviews, +74 percentage point increase versus equivalent period prior); and visits to the 'Bet Regret' campaign landing page (c. 489,000 pageviews). The pageviews were largely driven by media traffic, with high click through rates from media partnership resources (c. 232,000 clicks) and digital ads (c. 630,000 clicks).⁵²

There were similar increases in engagement levels with GambleAware's owned social media accounts during the World Cup campaign period. This included additional new followers and interactions across GambleAware and BeGambleAware social media channels. For example, there was 237 additional followers within the World Cup campaign period to BeGambleAware online media channels (e.g., YouTube, Facebook, Instagram and X) which represented a 166% growth versus the equivalent period prior.⁵³

Other personal actions (among 'Campaign Recognisers' in particular) included taking steps to either help stay in control of their gambling behaviour through setting limits and using tools (23%) or reduce their gambling (22%). While although fewer said they had stopped gambling because of seeing the campaign (18%), there were clear signs that more individuals were starting to contemplate how and why they gamble (22%).

⁵² GambleAware, 2023. World Cup Bet Regret campaign evaluation: Key highlights report. Accessed here: <https://www.begambleaware.org/sites/default/files/2023-05/World%20Cup%20Bet%20Regret%20campaign%20evaluation.pdf>

⁵³ ibid

5.4.3 The campaign had limited impact on levels of self-awareness of key risks and knowledge of how to cut down, which were already high

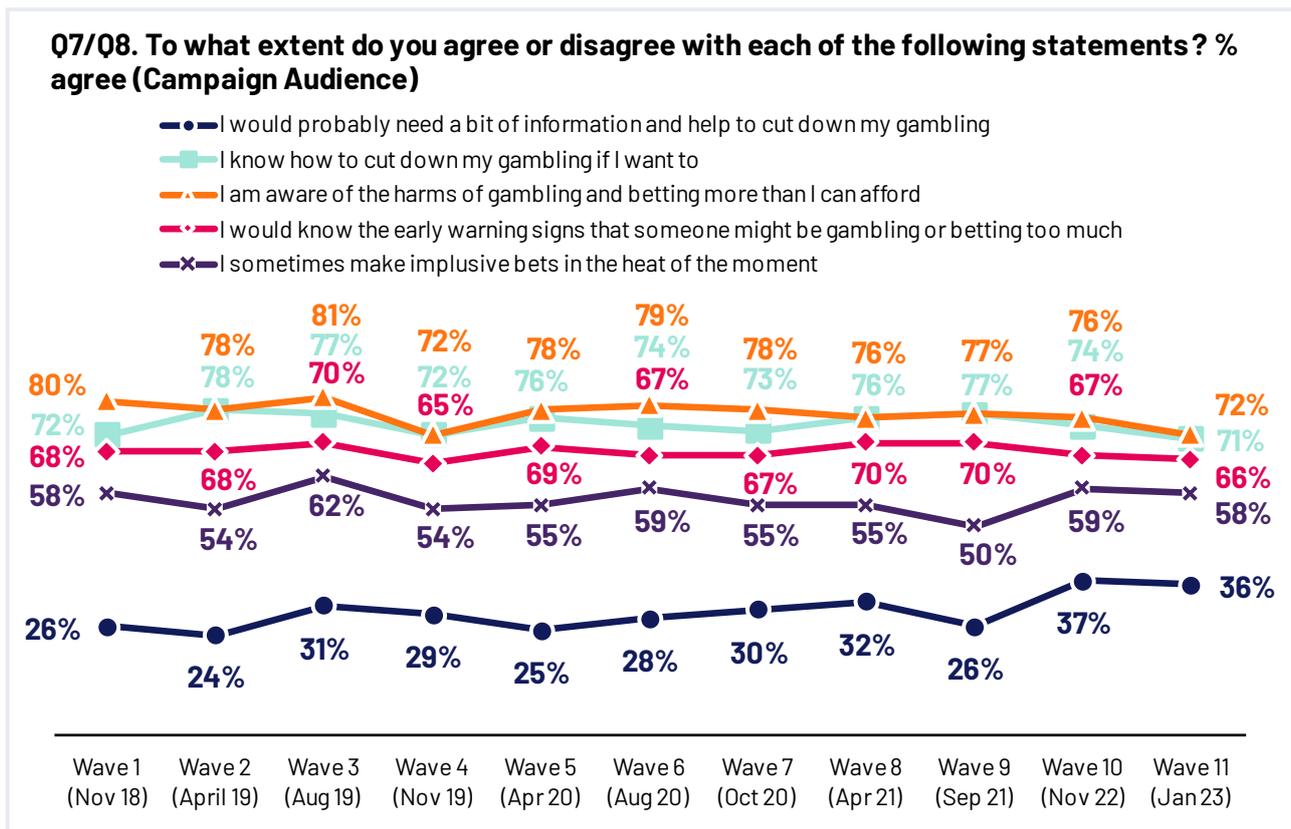
The logic model developed for the campaign identified two early goals for the campaign: i) increase knowledge of behaviours people associate with regret (pre-contemplation); ii) build self-awareness and encourage conversations (contemplation). Both were viewed as pre-cursors to moderating betting behaviour.

Early waves of the tracking research showed high levels of claimed knowledge and self-awareness among the Campaign Audience. As shown in Figure 5.6, these metrics remained broadly consistent throughout the first three years of the campaign.

By wave 4, the lack of movement in metrics of self-awareness and knowledge prompted a test at wave 5 to check the accuracy of self-reported measures. At wave 5, the survey asked an open-ended question to test whether participants could identify the signs of gambling or betting 'too much'. The vast majority of those who claimed to know identified at least one valid sign. For instance, most identified 'betting beyond their means' and 'chasing losses' as key signs of excessive betting behaviour; fewer participants mentioned emotional signs associated with harm such as being stressed and irritable. This suggests that there is less awareness of the emotional effects of gambling and the impact gambling can have on mental health compared with the more commonly recognised financial consequences of betting too much.

Knowledge and self-awareness levels fluctuated during Year Four of the campaign. Awareness of the signs of gambling harms remained broadly in line overtime, including the proportion of the Campaign Audience who said they were aware of the harms of gambling or 'betting beyond their means'. Whereas knowledge of how to cut down on gambling behaviours declined following a peak at wave 9 (-6 percentage points, 71% at wave 11). This was paralleled with an increase in the number of those who said they would need more information and help to cut down (36% by wave 11, following a peak at 37% at wave 10).

Figure 5.6: Awareness and understanding of gambling harms (all waves)



5.4.4 The campaign was successful in raising consideration of ‘Tap Out’ (pausing to take a moment before placing a bet) and overall in reducing frequency of ‘Bet Regret’

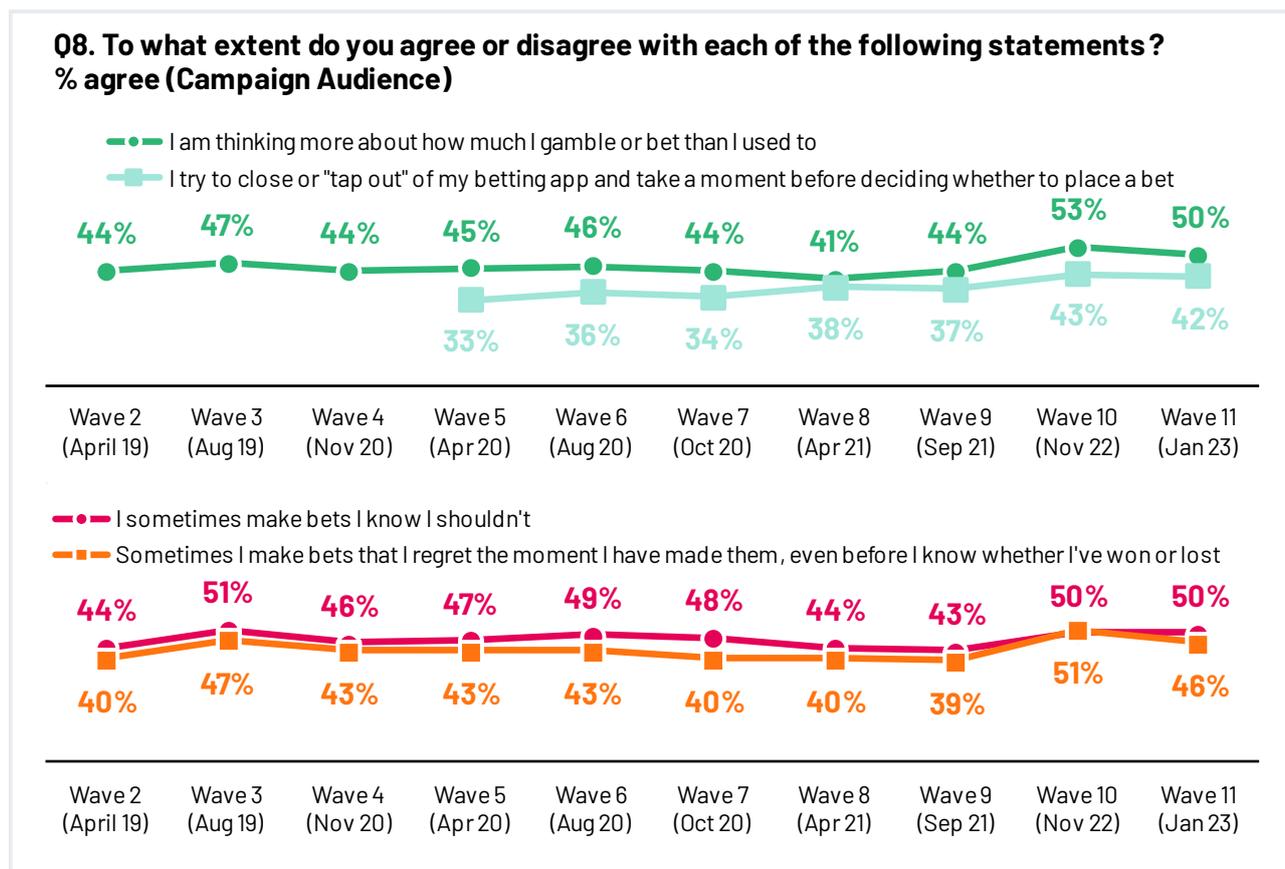
As the campaign evolved, creative executions moved from raising awareness of moments of bet regret to increasing knowledge about how to take action through ‘tapping out’ and pausing to take a moment before placing a bet.⁵⁴

The evaluation research identified significant increases in both awareness of and use of tapping out as a means to change behaviour. For example, the proportion reportedly tapping out increased from 33% to 42% between waves 5 and 11 (see Figure 5.7). Equally, the proportion who said the campaign made them want to Tap Out increased from 39% to 48% among the Campaign Audience from waves 5 to 9. The progress made from wave 5 was most apparent among key target groups, especially those identified as still taking some risks but contemplating or taking action to moderate their behaviour.

The World Cup iteration of the campaign reported similar increases in the number of those who acknowledge making bets they should not have made and those saying they are thinking more about how much they gamble or bet than they used to compared with the start of the campaign (44% wave 2 versus 50% wave 11). This steady increase suggests that the campaign has made some progress in prompting self-reflection. However, moments of regret still occurred, with the proportion of the Campaign Audience who said they ‘sometimes’ make bet they regret the moment they are made remained just under half (40% wave 2 versus 46% wave 11). Not only does this highlight the challenges around not being able to fully eradicate moments of regret, but may also suggest that people have become increasingly aware of placing bets they associate with regret.

⁵⁴ As noted in chapter 3, this call to action had been shown to be effective through earlier exploratory research pretesting

Figure 5.7: Overview of claimed action (waves 2 to 11)



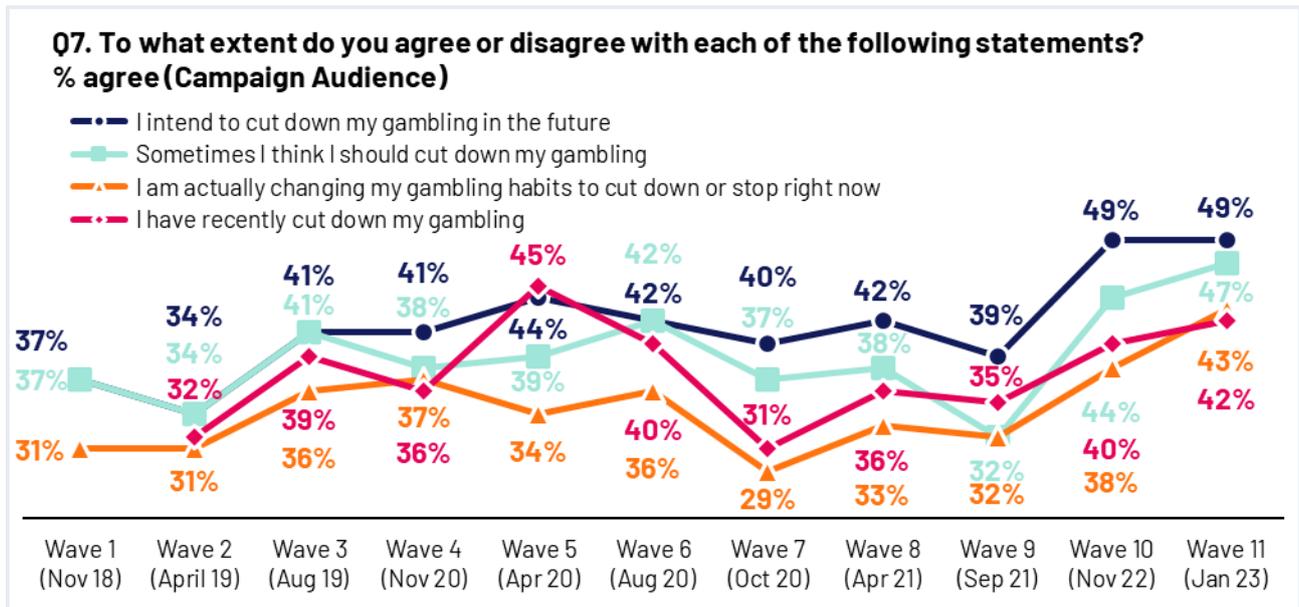
5.4.5 The campaign had mixed impact on contemplation or action to 'cut down' gambling, with some significant gains made in the final burst

After 4 waves of tracking research, and prior to the COVID-19 pandemic, the data provided an indication that behaviours linked with gambling harms had started to fall. This included decreases in numbers reporting they bet on sports they do not know much about (23% wave 3 versus 12% wave 4); betting whilst drunk (20% wave 3 versus 17% wave 4); betting soon after they have lost (21% wave 3 versus 17% wave 4); and betting because they were bored (37% wave 3 versus 33% wave 4).

The proportion of the Campaign Audience thinking about or actively cutting down did not increase substantially over the first three years of the campaign. The impact of this is partly complicated by the impact of COVID-19, which disrupted opportunities to bet, especially on live sport. However, momentum had shifted in the last year of the campaign. The final burst of 'Bet Regret' campaign activity concluded with significant gains in the proportion of the Campaign Audience who said that they had either thought about cutting down the amount that they gamble (47% at wave 11, +15 percentage points versus wave 9) or intended to reduce their gambling in the future (49% at wave 11, +10 percentage point versus wave 9). Similar increases were found among those who were currently changing their gambling behaviours to reduce or stop their gambling (43%) or had recently cut down their gambling (42%).

Collectively, the increases in both claimed action and intention to cut down gambling evidenced the impact of the campaign in prompting positive behaviour change including self-appraisal regarding the audience's gambling behaviour.

Figure 5.8: Overview of action and intention to cut down (all waves)

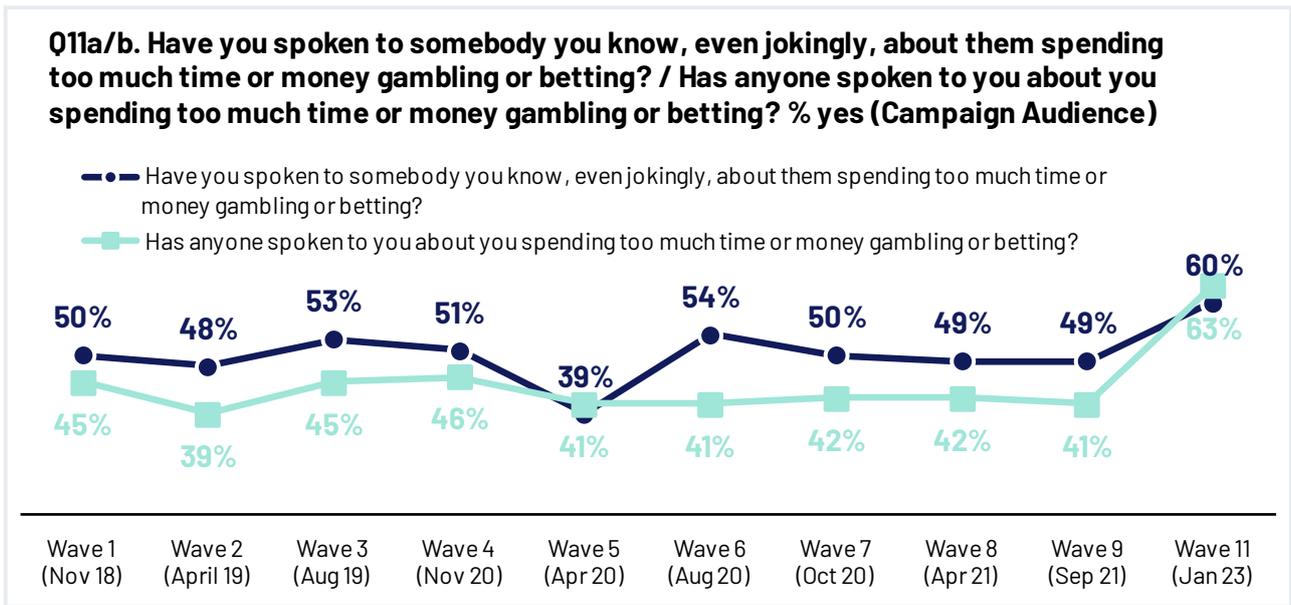


5.4.6 The frequency of conversations about gambling varied overtime, with individuals more likely to speak to others rather than be spoken to

Conversations around gambling behaviours (whether being spoken to or speaking to somebody else) fluctuated over time, rising significantly at wave 11. At the final wave of tracking, the proportion of those having been spoken to about their gambling by somebody else had overtook the number of those speaking to somebody else. A possible explanation for the increase in the conversations taking place during this time may be linked to the timing of the campaign and the increased opportunities for individuals to experience harm during the World Cup period.

Further, an increased number of conversations about someone else’s gambling was reported by the ‘Affected Others’ (67% wave 9 versus 73% wave 11), suggesting an increased awareness of the heightened risk of potential gambling harm experienced during this period. Whereas there were minimal shifts among the wider general population.

Figure 5.9: Overview of conversations about own or somebody else’s gambling behaviour (all waves)



6

Use of research



6 Use of research

This chapter reviews the role of research in supporting the development and evaluation of the 'Bet Regret' campaign. It explores what worked well, limitations and opportunities for improvement and further investigation.

Please note, the key learnings presented here represents the views of Ipsos, and do not necessarily represent the views of GambleAware or all the authors who contributed to each research study.

6.1 Overview

Overall, an evidence-based approach was used for the 'Bet Regret' campaign with research used throughout the lifecycle of the campaign to:

1. Inform the overall strategy and aims for the campaign;
2. Inform the initial creative and media targeting brief;
3. Provide feedback on which concepts and executions had the most desired effect;
4. Monitor exposure to the campaign and evaluate the media strategy and;
5. Evaluate the impact of the campaign and identify potential improvements.

The commissioning of research has been both proactive and agile, anticipating the need for fresh insight whilst also adapting well to the changing circumstances presented by COVID-19, and the opportunity presented by the World Cup. Perhaps most importantly, the campaign has acted on the insight provided, adapting and evolving in line with the evidence presented in order to maximise the potential impact of the campaign.

Importantly, much of the research was conducted among those who gamble and/or experience 'problems' with their gambling to ensure the campaign reflected their lived experience. Recent iterations of the campaign also included wider audiences (e.g., 'Affected Others', those who do not gamble) to ensure a rounded view of the potential impact of the campaign.

6.2 Limitations and opportunities

As outlined below, there were a number of limitations to the evaluation and the use of research in the development of the Bet Regret campaign. These present opportunities for improvement for future campaigns that seek to reduce the harm experienced from gambling.

- 1. Tracking long-term change across key audiences can be challenging.** The Campaign and Behaviour Change audiences were defined by age, gender and gambling activity; however, the Problem Gambling Severity Index (PGSI) was used as a proxy both to identify appropriate engagement and interaction with the campaign among intended audiences and for tracking the long-term outcome of experiencing gambling harms. For example, PGSI was a useful variable for analysis when exploring which groups were most likely to agree that the campaign was 'personally relevant' to them.

A key challenge for the evaluation was understanding impact among an audience that was not-static, indeed a key aim was to encourage those who bet to move from *contemplation*, through

to *preparation* and *action* to help reduce the experience of harm as a result of their gambling. PGSI is used as a proxy for measuring gambling harm, but ratios within PGSI fluctuate over time between waves of fieldwork. It is therefore difficult to ascertain impact of the campaign on key long-term outcomes.

One option would be to weight the sample by PGSI to ensure that any observed changes in behaviours and attitudes were real and not caused by changes to the sampling profile. However, given a key long-term aim of the campaign is to lower the experience of gambling harm (as recorded within PGSI), weighting by PGSI would not have tracked any real changes happening across society, for example, a rise or fall in those saying they think they may have a 'problem' with their gambling. The evaluation research therefore largely sought to track change within, rather than between, key audience groups. Future evaluations should review current weighting and audience profiling to consider whether there is an opportunity to reduce fluctuation over time. They should also consider the merit of tracking additional variables of self-reported harm, and consider variables that use a broader definition of 'harm', both of which can be triangulated against PGSI.

2. Further behavioural metrics using customer account data could supplement existing measures. A key challenge for the primary research conducted for the campaign was the reliance on self-reported behavioural data, and the lack of detailed context surrounding each individual participant. The most valuable behavioural data source would be customer account data to help measure whether betting behaviours had changed, which could identify betting volumes and frequencies, and signs in reduction of bets that may indicate higher risk of gambling related harms (e.g., a pattern of chasing losses). However, this would still not have captured emotional or all situational aspects of gambling (e.g., betting whilst bored).

An opportunity for future studies would be to establish a panel as part of a tracking study. This would likely still rely on self-reported data, but would provide more datapoints per individual and an accurate longitudinal perspective on which behaviours have changed, why, and when. Any panel would focus purely on behaviours; research to assess exposure to the campaign would still need to be conducted separately.⁵⁵

3. Advanced analytics could further improve the evidence for attributing impact to the campaign. Another opportunity would be to make better use of the hard behavioural data that GambleAware owns: website visits, helpline calls, engagement in social channels. Econometric modelling could review time series data across these services and align this to 'Bet Regret' campaign activity, and any other GambleAware promotional activity taking place outside of the campaign. Regression based analysis could also be used to consider whether the rises in activity to contact GambleAware could be attributed to the campaign.

4. Targets are a valuable tool for evaluating success; however, there were no direct comparisons for this campaign. Benchmarks and targets are a useful framework for evaluating success of a communications campaign; however, they are only useful where there is a strong rationale and evidence base. Given the novelty and exploratory nature of this campaign, there was no robust evidence on which to set targets at the launch of the campaign. At later parts of the campaign benchmarks and targets for Key Performance Indicators (i.e., 'KPIs') were

⁵⁵ Furthermore, if the panel tracking had been established at the start of the campaign, it would have been possible to identify an individual's original segment (as per YouGov attributes) and thus track impact and change within segments.

produced based on previous performance; however, these were challenging to effectively create and use due to:

- a. The constantly evolving media landscape. The cost of media placement increased considerably during the lifecycle of the campaign, especially due to external events such as the COVID-19 pandemic and inflation.
- b. There are multiple media providers within media channels (e.g., social media can include Meta, X, Snapchat, TikTok, etc.) with each collecting and benchmarking data differently.
- c. Although it can be useful to compare against non-GambleAware campaigns, there lacks available comparisons among our audience (i.e., those who gamble) and many campaigns that have attempted to reduce gambling harms have not published any impact measures.

Despite the limitations on comparability, using benchmarks from government backed campaigns (e.g., Government Communication Services benchmarks as offered by Manning Gottlieb OMD) and independent media auditors could be useful to more accurately evaluate media performance.

5. **Lack of control group makes it more challenging to show impact.** As a national campaign that was extremely successful at targeting those experiencing problems with gambling, it was difficult for the evaluation research to attribute any changes in attitudes and behaviours to exposure to the campaign; some differences between audiences were more likely due to underlying differences in the profile of different groups. For example, analysis of 'Campaign recognisers' versus 'Campaign non-recognisers' was of limited value given the successful targeting of the campaign and the vast difference in profile between these two groups. An opportunity for further research might be to pool multiple waves together to identify a large sample of campaign non-recognisers together within key target groups, and compare their outcomes to those who have engaged with the campaign.
6. **Advanced statistical analysis could help inform future strategy.** A key challenge in reducing the risk of gambling harms is encouraging individuals to acknowledge where a 'problem' begins and identify the need to change their behaviour. However, to date, the evaluation research has been limited to bivariate analysis assessing the relationship between any two discrete variables, rather than assessing the relationship between multiple variables on each other.

One opportunity for further research is to conduct network analysis to identify the relative strength of relationships between key variables within this journey (i.e., awareness, knowledge, perception of own behaviour, and taking steps to change their behaviour). Whilst 'key drivers analysis' would explore the relative strength of association to one dependent variable; 'network analysis' would identify the potential pathways between these variables, identifying strengths of association between key states, and which may open doors or be centre of the network to multiple positive outcomes.

Other analysis (e.g., regressions) could be conducted on the data to see which groups within society are more or less likely to take certain actions as a result of the campaign, to allow for bespoke activations among certain communities.

7

Considerations for future safer gambling campaigns



7 Considerations for future safer gambling campaigns

This chapter presents suggested recommendations for future safer gambling campaigns based on learnings from the evaluation research behind the development and evaluation of the 'Bet Regret' campaign, developed in co-creation with GambleAware.

7.1 Campaign set up

- 1. Engage those with lived experience of gambling harms recovery throughout the campaign development process.** They can provide nuanced insights and perspectives based on personal experiences which can then be used to ensure that the campaign accurately reflects the harms and risks associated with gambling.
- 2. Set clear and measurable objectives, underpinned by logic models and/or theory of changes.** Rooting the campaign's development in where you want to go can help. When developing longer-term outcomes, appreciate that change can take time with sustained bursts (and high spend) required to make traction, especially when against wider forces outside of the campaigns control (e.g., policy and regulation, marketing spend of operators).
- 3. Recognise the different levers, beyond communications, that can be utilised to promote lasting behaviour change.** A combined approach which leverages communications activity with other various strategies (e.g., policy and regulation change, broader social influences) will help to create an environment that encourages positive behaviour change. This approach should focus on empowering individuals to implement early intervention to reduce harm as well as reliance on healthcare systems and providers.
- 4. Ensure agencies and internal stakeholders work together in an integrated way. Having a joined-up, integrated approach when briefing agencies and stakeholders can unlock additional strategic opportunities for co-creation of the campaign across different strands.** Likewise, partners can help to produce more cohesive materials and partnership packs which are aligned at the start of the campaign launch. Engaging agencies and internal stakeholders at the earliest possible opportunity will further help in the development and delivery of the campaign by ensuring that all activities are aligned.

7.2 Campaign audience

- 5. Set clear primary and secondary target audiences that go beyond basic demographic differences.** Recognise that not everyone within a demographic is likely to be receptive to or benefit from messaging. Identify and define the specific audiences the campaign intends to target to maximise impact.
- 6. Conduct strategic and creative research among the target audience but be mindful of secondary audiences.** Testing strategies and creatives among the audience where behaviour change is needed (e.g., those experiencing 'problems') is essential to understand why they gamble and what resonates with them. However, it is also important to conduct research among secondary audiences (e.g., 'Affected Others', those who gamble without 'problems', and those who do not gamble) to ensure a rounded view of the potential impact of the campaign.

Relatable messaging can help to motivate behaviour change irrespective of how the audience is defined. Audiences are more likely to engage with content that feels personally relevant and has resonance

- 7. Represent different communities to convey that anyone can experience gambling harms.** An inclusive non-gendered campaign which targets multiple audiences may be an effective way of delivering safer gambling messaging (including communicating that anyone can be affected by gambling harms). However, it is important to balance this with needing to reach the most relevant groups.

7.3 Campaign messaging, framing and use of call to action

- 8. Avoid stigmatising language to prevent against perpetuating stigma and marginalising target audiences.** Stigmatising language can reinforce harmful biases towards those who experience gambling harms if the language used is reductive and implies blame on the individual.

Regarding the 'Bet Regret' campaign, it is acknowledged that focusing on 'regret' or 'guilt' may have the potential to exacerbate stigma (e.g., individuals may feel they are of lesser worth due to taking part in something that makes them feel regretful) and thus should be avoided.

GambleAware have since developed a programme to reduce gambling-related stigma, which includes more research into gambling stigmatisation and discrimination, a national public health campaign to challenge perceptions of gambling harms, and resources to provide advice on best practice going forward (e.g., a language / terminology guide).

- 9. Avoid usage of terms and imagery used by the gambling industry to prevent triggering those experiencing harm.** Early creative ideas for the campaign showed that having specific imagery (e.g., seeing someone place a bet, showing odds or spins, sounds of a win) can 'trigger' individuals and encourage them to restart gambling after a break or motivate them to gamble more. It is important to consider this during creative testing to prevent a backfire effect. Caution should also be applied to using famous individuals that have previously been used as ambassadors to promote gambling.
- 10. Recognise differences between betting and gambling, and the universality of the emotions experienced by people who bet.** There are many different behaviours associated with betting and gambling which makes it more challenging to universalise in messaging, but there is more common ground when focusing on how gambling can make people feel.
- 11. Messaging should include a clear and consistent call to action or behavioural ask to direct the target audience towards the intended outcome.** An explicit call to action coupled with the use of mental aids can help increase engagement and takeout. A consistent and sustained call to action across all campaign activity will also help to build brand awareness.

7.4 Campaign execution

- 12. Align campaign activity to coincide with moments of increased gambling opportunities.** Targeting activity on opportunities of heightened risk is an effective way of delivering appropriate messaging and shine a light on wider factors beyond an individuals' control (e.g., the prevalence of gambling adverts). A targeted media buying strategy can further optimise reach and generate greater impact among those most at risk of harm.

13. Create compelling content which stands out from other advertising about gambling.

Distinctive content is likely to build greater cut through and resonance among target audiences. This can help to increase share of voice in an environment saturated with pro-gambling advertising.

14. Dual targeting enhances campaign reach among different audiences. If successfully implemented, a dual targeting strategy can help to land key messaging among the core campaign audience, but also create broader impact more generally. Audience profiling can also maximise reach. Understanding the behaviours and characteristics of each target audience ensures that messaging is more contextually relevant and impact, and could increase the likelihood of driving behaviour change.

15. Utilise multiple channel sources to drive recognition across audiences. A varied channel mix can help to achieve wider campaign recognition and build resonance due to repeated exposure if seen across numerous channels. The campaign strategy can also leverage the strengths of different channels to maximise on overall impact.

16. Build in partnership and PR activity into the campaign strategy to extend reach and drive message resonance. Incorporate additional PR content into campaign activity to help guide broader narratives around the campaign messaging and increase reach among both core and secondary audiences. Partnerships can further amplify messaging when delivered through trusted experts.

17. Ensure the campaign digital estate is regularly updated. It is important to give people somewhere to go. Implementing an effective support journey by signposting to further support can help to guide the audience through to a desired outcome. Providing a refreshed campaign landing page which provides advice, tools and support will also increase audience engagement.

More broadly, a well-defined support journey acts as a roadmap which then be used to address all elements of the campaign logic model. Mapping each step of the support journey can ensure that each aspect of the logic model is supported, identifying what is and isn't working and where to make adjustments to improve outcomes.

7.5 Campaign evaluation

18. Ensure an evaluation is set up from the start. Campaign evaluations are a useful way of appraising activities and can be used to measure impact. This, in turn, can be used to identify areas for optimisation at future bursts including understanding which methods, messages and channels are particularly effective in raising awareness and promoting behaviour change.

19. Campaigns should build in holistic formative evaluations into their strategy to assess their overall performance and inform future activity. Holistic evaluations that involve input from all media and marketing comms agencies can take insights a step further by conducting a comprehensive assessment of the overall performance which considers multiple factors and elements of the campaign instead of individual metrics in isolation.

20. Share evaluation learnings with adjacent sectors within public health to develop best practice. Knowledge exchange across different bodies can lead to more effective public health interventions as each sector learns from the successes and challenges of different strategies.

These learnings can be used to implement evidence-based strategies for future campaign activity.

Annex



8 Annex

Table 8.1: Glossary of key terms

Term	Definition
Advertising Operator	An individual or entity that manages or controls the placement, scheduling, and possible creation of advertisements across various media platforms, with the aim of reaching a specific target audience and achieving campaign goals.
Affected Others	<i>(Subset of general population)</i> Adults who are negatively affected by someone else's gambling.
Audience profile	Categorisation(s) of a target audience by different characteristics (e.g., demographics such as age, gender, income, education and occupation).
Behaviour Change Audience	<i>(Subset of Campaign Audience)</i> Men aged 16–44 (increased to 18 years at wave 10 and 11) who bet on sport online and/or football, and who bet at least twice a week.
Benchmark	A standard or point of reference against which things may be compared.
Brand Ambassadors	Use of celebrities to promote and build awareness of a campaign.
BVOD/VOD	Broadcaster Video on Demand/Video on Demand.
Call to action	Messaging that asks or encourages people to take a desired action.
Campaign Audience	Men aged 16–44 (increased to 18 years at wave 10 and 11) who bet on sport or casino online at least once every four weeks.
Campaign burst	A set period of time when a campaign is live.
Campaign executions / campaign assets	Physical or digital items used to engage, educate, and motivate a target audience about a specific cause, with the aim of encouraging support, awareness or action.
Campaign Recogniser	Someone who has seen any of the materials or executions used within a campaign.
Campaign tracking	The process of monitoring the performance of a campaign to measure the effectiveness of its overall strategy.
Channel frequency	The number of times someone is exposed to an advertisement via a particular media channel.
Channel source	The specific medium or platform where a person encounters or views a campaign. For example, having seen or heard the campaign materials via television, radio, social media, email, billboards, or a website.
Donated inventory	Refers to the goods or services that a company or individual contributes to a campaign without charge to promote and support the cause of the campaign.

Term	Definition
End-frame	The closing or end image within a campaign execution.
General population	Adults aged 18 and over.
Holistic evaluation	A comprehensive assessment approach that considers all relevant factors, components, or aspects of a subject or object of study, to provide a complete, integrated understanding of overall campaign strategy.
Impressions	A measure of the potential reach of a campaign message via a media outlet.
Logic Model	A graphical representation or tool used to plan, manage, and evaluate programs, depicting the relationship between a programme's resources, activities, outputs, outcomes, and impact.
Media burst	A concentrated period of promotional efforts within a specific timeframe, often used to boost visibility and engagement of a campaign.
Mental aids	Tools or strategies used to enhance cognitive functions or facilitate thought processes.
Nudge	A technique used to alter people's behaviour in predictable ways. These can be used to reinforce existing behaviours, or initiate new behaviours by encouraging action.
Partnership activity	Collaboration between organisations or individuals on shared awareness campaigns to mutually increase visibility and impact.
PGSI	Problem Gambling Severity Index.
PGSI 1+	Experiencing at least a low level of problems from gambling.
PGSI 1-2	Experiencing a low level of problems from gambling.
PGSI 3-7	Experiencing a moderate level of problems from gambling.
PGSI 8+	Experiencing 'problem gambling'
Pilot study	An experiment or test before being introduced more widely.
PR content	Strategic creation of materials such as press releases, articles, and social media updates, aimed at positively shaping public perception and communicating key messaging.
Primary research	Involves gathering data that has not been collected before (i.e., original research).
Reach	The number of people that were exposed and recognised the campaign.
Return on investment	A performance measure used to evaluate the efficiency or profitability of an investment. Otherwise referred to as 'ROI'.

Term	Definition
Secondary research	The analysis and synthesis of previously conducted research (i.e., 'primary research').
Segmentation	In the context of research, the division of target audiences into cohorts based on common characteristics.
Share of voice	A comparison of brand and/or campaign awareness on different marketing channels against competitors.
Stigma	Sociologist Erving Goffman first identified stigma as " <i>an attribute that is deeply discrediting [and that reduces the bearer] ...from a whole and usual person to a tainted, discounted one</i> ". ⁵⁶
Survey wave	A distinct period of time in which a survey is conducted.
Synthesis report	The combination and distillation of multiple texts to present an overview of the subject matter.
Unprompted / spontaneous recognition	Recall of campaign materials or messaging without the prompt of any audio or visual stimuli.

⁵⁶ Goffman, G. (1963) *Stigma: Notes on the Management of Spoiled Identity*. London: Penguin.

Table 8.2: Sources of evidence

Research strand	Purpose	Method
YouGov segmentation, August to October 2018	To capture the gambling attitudes, perceptions and behaviours of male bettors in the UK. The study also identified six different types / segments of people who bet based on these attitudes, perceptions and behaviours. In the early stages of campaign development, details of these segments were used to help identify and understand the Campaign Audience.	A survey of c.2,000 males aged 16-45 from across the UK who bet was conducted between August and September 2018. Statistical analysis was then used to create 6 segments of males who bet.
The Nursery: Safer gambling development research, September 2018	To understand how people who bet feel about gambling and about their gambling behaviours, and to explore ways to communicate with people who bet, to motivate them to self-reflect and ultimately moderate their gambling behaviour. Along with findings from the segmentation, insights from this research helped guide development of the campaign strategy.	Four focus groups with men who bet frequently aged 18-34.
The Nursery: Creative development research, November 2018	To explore new creative ideas produced by M&C Saatchi and provide recommendations of the best routes to take forward for further development. Using focus groups meant research could explore spontaneous reactions to the creatives among people who bet.	Focus groups with men who bet frequently aged 18-35 in London, Cardiff and Glasgow.
The Nursery: Creative review and activation idea testing, February 2019	To sense check two films and out of home ads before they were launched, and to explore a series of new brand activation ideas. The final sense check of creative assets identified whether last minute amendments needed to be made.	Focus groups with men who bet frequently aged 18-35 in London and with their partners. Two groups were conducted with males who bet, and one with the female partners of those from the male groups.
The Nursery: Bet Regret creative review, July 2019	Focus groups were used to explore new creative ideas for the campaign and to explore the extent of recall and takeout of the 'Think Twice' message from creative.	Focus groups with men who bet frequently aged 18-35 in London, Cardiff and Glasgow.

Research strand	Purpose	Method
Ipsos: Behavioural change research, November 2019	Having decided that the second iteration of the campaign would need some sort of behavioural nudge, an online trial of four nudges was used to test their usability and impact on behaviour among people who bets. The trial provided in situ insights on how people who bet used the advice given under each nudge. The research recommended which behavioural nudge would be most impactful for people who bet.	73 bettors trialled the 'tips' for 12 days and kept an online progress journal. Surveys at the beginning, middle and end of the trial, and 12 follow-up interviews were also conducted.
The Outsiders: Creative development research, February 2020	A new creative was developed and produced for the second stage of the campaign, and focus groups were used to explore the creative idea before it was fully developed.	Nine focus groups were held across three different occasions with the target audience to test creative work developed as part of the second stage of the campaign.
The Outsiders: Creative development research, June 2020	Due to COVID-19 the 'Tap Out' campaign could not include a wrestling famous talent from the US, so focus groups were used to validate the impact of the campaign without a famous talent. They were also used to sense check the betting scenarios in the time of COVID-19.	Three online focus groups were conducted were men who bet frequently. Participants came from a mix of locations from across the country.
The Outsiders: Creative development research August 2020	Focus groups were used to establish if the campaign's creative assets needed any final tweaks before its launch.	Three online focus groups were conducted were men who bet frequently. Participants came from a mix of locations from across the country.
Ipsos: Tap Out messaging refinement research, December 2020	Depth interviews were conducted to test concepts for creative routes designed to refine the 'Tap Out' message. This followed tracking results that showed the need to further encourage take-up of tapping out among those trying to cut down their betting.	Fifteen online depth interviews with those who: <ul style="list-style-type: none"> - Bet using an online app; - Have elicited some behaviours people associate with regret, and taking action to cut down; - Vast majority did not already use tapping out as a technique to cut down.
Ipsos: Campaign Tracking (waves 1 to 11), Nov 2018 to January 2023	Tracking was used to capture exposure to the campaign and any changes in the attitudes and behaviours of those within the target audiences. Tracking also provided a way to learn what viewers of the campaign thought about it, and about their gambling more generally.	Eleven waves of online survey tracking were conducted with the primary and secondary campaign audiences. c.1,600 responses at waves 1 to 9, and c.2,600 responses at wave 10 and 11 in total.

Table 8.3: YouGov segmentation overview⁵⁷

Audience	Betting traits	Socio-demographics
Segment A (10%): ('Higher Risk')	Gambles more than others to relax and escape from the stresses of life – they bet frequently, often exhibiting risky behaviours, such as chasing losses.	Lower income, more likely to be married and have children, and more likely to be in London and the West Midlands. Get their news through traditional means such as via the TV and newspapers, but also read online blogs. Highly engaged with media overall, but less so social media.
Segment B (10%): ('Higher Risk')	Tend to struggle with gambling as they often do with other things in their life – low ability to delay gratification.	More likely to be C2DE, as well as unemployed or not working. Fairly average media usage, with a higher likelihood of reading The Sun. Less engaged with politics in general, but describe themselves as 'centre'.
Segment C (12%): ('Medium Risk')	They are regular bettors across sports, more than others see betting as a test of their knowledge and skill – but still sometimes display risky behaviours.	Bigger TV watchers than average, using it to stay informed. Readers of The Sun, The Metro and The Daily Mail. Susceptible to advertising influence. Big sports fans and enjoy their free time.
Segment D (23%): ('Lower risk')	Moderate and relatively infrequent bettors – enjoy the excitement of betting but are reasonably self-aware and in control of it.	Less engaged with most forms of media, but average social media habits. Less influenced by online advertising.
Segment E (25%): ("Lower / No risk")	Bet for a little bit of fun, and find that it adds spice to the excitement of the sports they are fans of, especially football.	Older segment. Less engaged with newspapers. More likely to watch terrestrial television channels. More likely to be right wing voters.
Segment F (21%): ('Lower / No risk')	Just make the occasional bet from time to time – see themselves as dabblers, not habitual bettors.	Less likely to have children. More likely to get their news from TV, but less likely to watch it in general. Less likely to read newspapers. Engaged with Instagram and Reddit. More left wing and more likely to have voted to remain in the European Union during the Brexit referendum in mid-2016.

⁵⁷ YouGov, 2018. Frequent Gambler Segmentation Study. Accessed here: <https://www.begambleaware.org/sites/default/files/2020-12/yougov-segmentation.pdf>

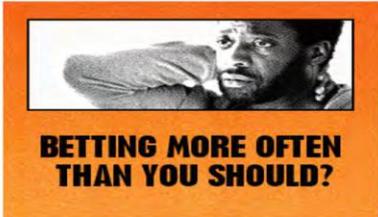
Table 8.4: Campaign assets tested (per post wave)

Wave 2: Bet Regret

Videos / Storyboards:



Socials / digital:



Taglines:

YOU'LL **BET REGRET** IT

BeGambleAware.org

Wave 5: Bet Regret

Videos / Storyboards:



David James Collage:



Taglines:

THINK TWICE OR YOU'LL **BET REGRET** IT

BeGambleAware.org

Wave 7: Tap Out

Videos / Storyboards:



Socials / digital:



Taglines:



Content partnership:



Wave 8: Tap Out

Videos / Storyboards:



Socials / digital:



Taglines:



Content partnership:



Wave 9: Tap Out

Videos / Storyboards:



Socials / digital:



Taglines:

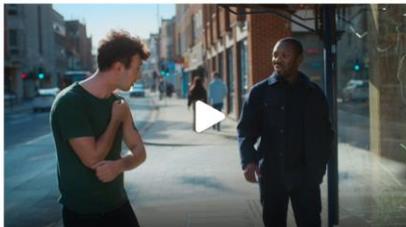


Content partnership:



Wave 11: FIFA World Cup

Videos / Storyboards:



Content partnership:



Socials / digital:



PR collage:



For more information

Steven Ginnis

Research Director
steven.ginnis@ipsos.com

Tanisha Colegate

Senior Research Executive
tanisha.colegate@ipsos.com

Rebecca Flynn

Research Executive
rebecca.flynn@ipsos.com

3 Thomas More Square
London
E1W 1YW

t: +44 (0)20 3059 5000

<http://www.ipsos.com/en-uk>

<http://twitter.com/ipsosUK>

About Ipsos Public Affairs

Ipsos Public Affairs works closely with national governments, local public services and the not-for-profit sector. Its c.200 research staff focus on public service and policy issues. Each has expertise in a particular part of the public sector, ensuring we have a detailed understanding of specific sectors and policy challenges. Combined with our methods and communications expertise, this helps ensure that our research makes a difference for decision makers and communities.

