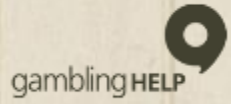




Shaking up responsible sports betting:

Insights into the Betiquette campaign





Regulatory Landscape



Australian Government

- ♣ Interactive (online) gambling laws
- ♣ Broadcasting laws
- ♣ National Consumer Protection Framework



State & Territory Governments

- ♣ Gambling laws
- ♣ Gambling licences



Northern Territory (NT)

- ♣ majority of Australian online betting service providers licensed here (favourable tax)

RESPONSIBLE GAMBLING FUND

FUNDS INITIATIVES

that support responsible gambling and prevent and minimise the risk of gambling related harm

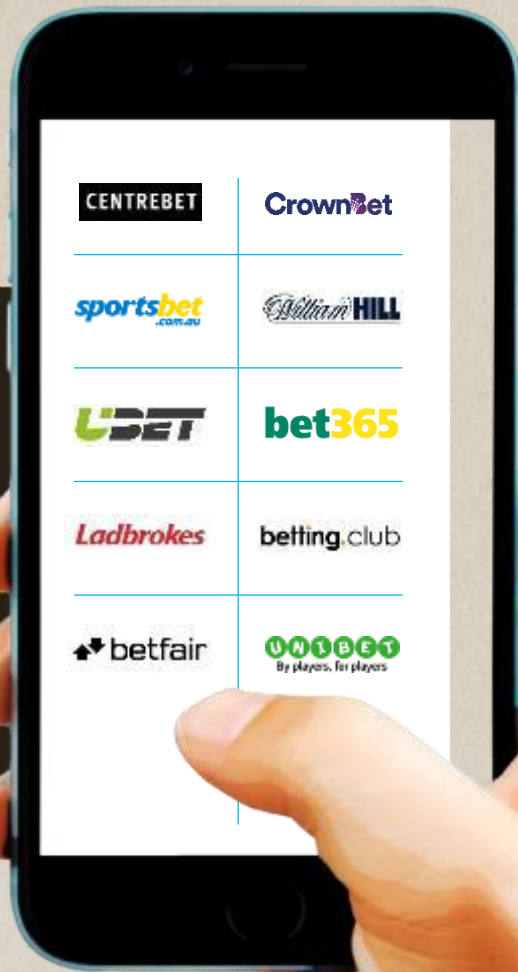
BROAD PROGRAM AREAS

- ♣ Research
- ♣ Community education and awareness
- ♣ Intervention, support and treatment services
- ♣ Policy investigation and development



NSW

Growth of online wagering





Sports betting is growing



**Easily
available
(24/7)**



**Mobile phone
betting replacing
traditional
bookies**



**Growth of
online
gambling**



**Over saturation
of sports betting
advertisements
and marketing**



Harm and Sports betting



41% of all regular sports bettors in Australia experience one or more gambling problems



Sport bettors experiencing gambling harm spent more than on any other gambling activity



Problem gamblers are the biggest spenders on sports betting



Normalisation of betting amongst children and young people who watch sports



Show some
BETIQUETTE





Influence young men to gamble responsibly when betting on sports.

The campaign is designed to capitalise on key moments throughout the spring sporting seasons, commencing with football finals in September and concluding with the spring racing carnival.

Competitor advertising



♣ **90%** of online sports bettors are male, with an average age of 31

♣ **30%** of NSW males participate in sports betting frequently

♣ **46%** of frequent and **34%** of infrequent NSW bettors spent the most money on sports betting over the past 12 months, compared to eight other gambling categories



♣ **84%** of frequent NSW bettors place bets using their mobile phone

♣ Peer group pressure to bet in order to fit in with friends is a significant risk factor; **71%** of frequent NSW bettors placed bets when with close friends

♣ Sports betting is intricately linked to their enjoyment of sport, and is highly normalised.



15hrs spent watching TV per week, with **35%** of those hours falling on the weekend.



54% went to a pub/hotel in the last 3 months.



53% own a video game console.



Heavy consumers of **outdoor media**.



73% watch sport on TV (NRL, v8 Supercars and Soccer).



24hrs spent online per week

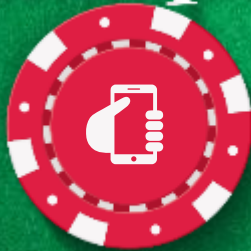
Media preferences



97% have a Facebook account and **47%** have an Instagram account.



Really enjoy going online to chat.



89% accessed YouTube in the last 4 weeks, **23%** used Snapchat & **15%** used Reddit.



Like to surf the net whilst watching TV.



63% access social media after work/evening and **50%** access in the morning.



Need a mobile phone to access the internet.

Creating Betiquette

♣ **Stokes** and **Mischewvski** Partners in Research commissioned to conduct focus groups

♣ The overall objective was to **evaluate the creative concepts** and recommend **how they can be optimised in order to maximise campaign effectiveness.**



Focus groups



18-23



24-29



30-35

Six group discussions with males **18-35**

Split into **betting frequency**

Post-group questionnaire used to determine their **PGSI**

Behavioural Motivators



Bonding /
mateship /
peer pressure



Instinctive /
impulse



Demonstrating
skill / self-
esteem



Killing time /
boredom



Intensifying
sport
excitement



Familial
traditions



Entertainment /
pleasure



Males, aged 18-35

Campaign strategy

Disrupt the conversation led by wagering advertisers **to demonstrate responsible gambling to young males** in key moments of influence for sport and racing events.



Moments of influence



PRE-GAME

Timing: Tues – Wed

AUDIENCE BEHAVIOUR

- ♣ researching to make their bets as accurate as possible
- ♣ placing bets in the lead up to the game.

OPPORTUNITY

To illustrate examples of responsible gambling in researching moments.



DURING GAME

Thurs PM – Sun PM

- ♣ 'in the moment' - their enjoyment of the game depends on their bet
- ♣ sports betting behaviours & advertising are unavoidable.

To mitigate the pro-gambling conversation led by advertisers.

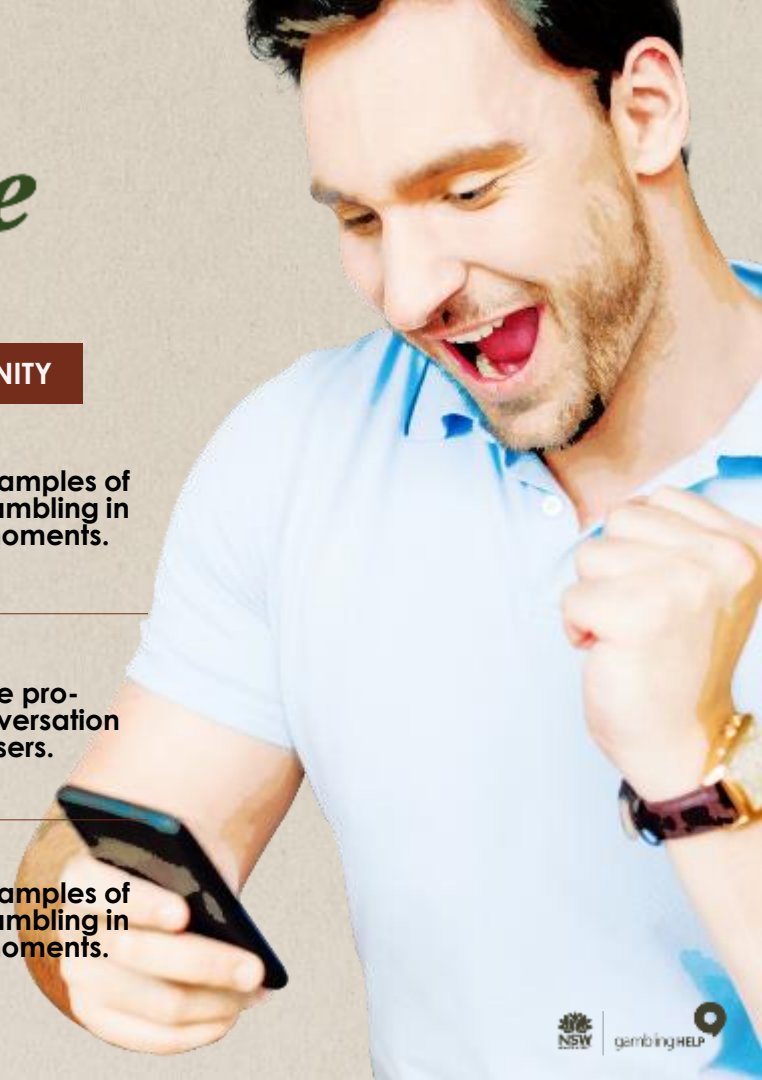








POST-GAME

Sun PM – Mon

- ♣ reacting to the result of the game
- ♣ researching bets to build on wins or recoup losses.

To illustrate examples of responsible gambling in researching moments.



-  Social Media **15%**
-  Online TV **16%**
-  Display **12%**
-  Mobile **14%**
-  Radio **10%**
-  In-venue **13%**



Campaign mix and media strategy



Disrupted TV betting ads with TV sync technology

**88% of 18-35 year olds
engage in second
screen behaviour**

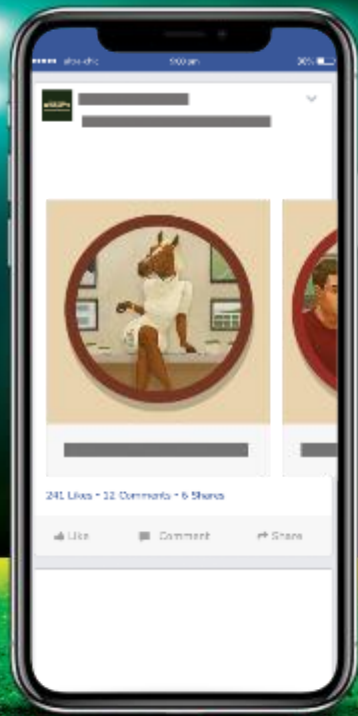
Digital

- ♣ Catch up TV
- ♣ Display
- ♣ Online video



Social

- ♣ Carousel /canvas
- ♣ Link/ video ads
- ♣ Snap ads



- ♣ Activity within the Grill Team and Dead Set Legends providing additional reach and frequency across key dayparts, Breakfast and Drive. Heavy sport content so high relevancy of the message.
- ♣ Strong presence across both the NRL & AFL broadcasts.
- ♣ Communicating the message to consumers from the pre-match show through to the end of the match.

Radio



BETIQUETTE



Rules values
and per code
follows
gambling
on the
of a
game,
other
predictable
event.

ette

nd
code of
aviour in
among
of a
or group.

*Creative
proposition*

WE INVITE THE PUNTERS OF NSW TO...

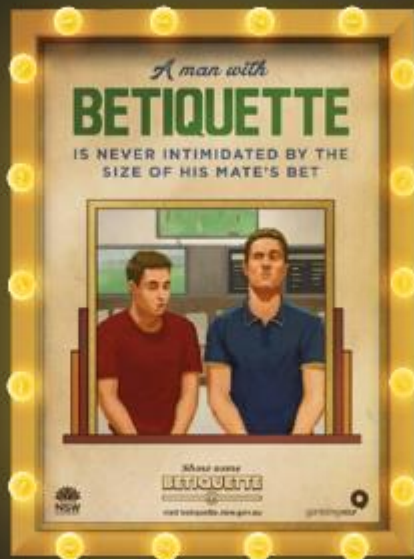


Key messages



An aspiration for responsible sports betting is created by aligning campaign messages to responsible behaviours, using humour and language the target audience would use to make the campaign likeable and relatable.

In venue Posters



Responsible behaviour:
Not submitting to peer pressure



Responsible behaviour:
Not being antisocial when gambling



Responsible behaviour:
Not gambling under the influence of alcohol



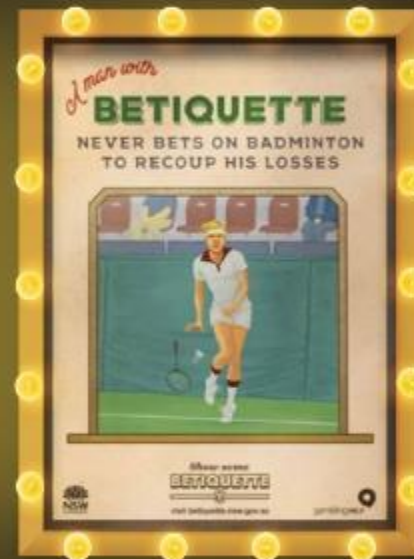
Responsible behaviour:
Planning bets



Responsible behaviour:
Not gambling for necessities

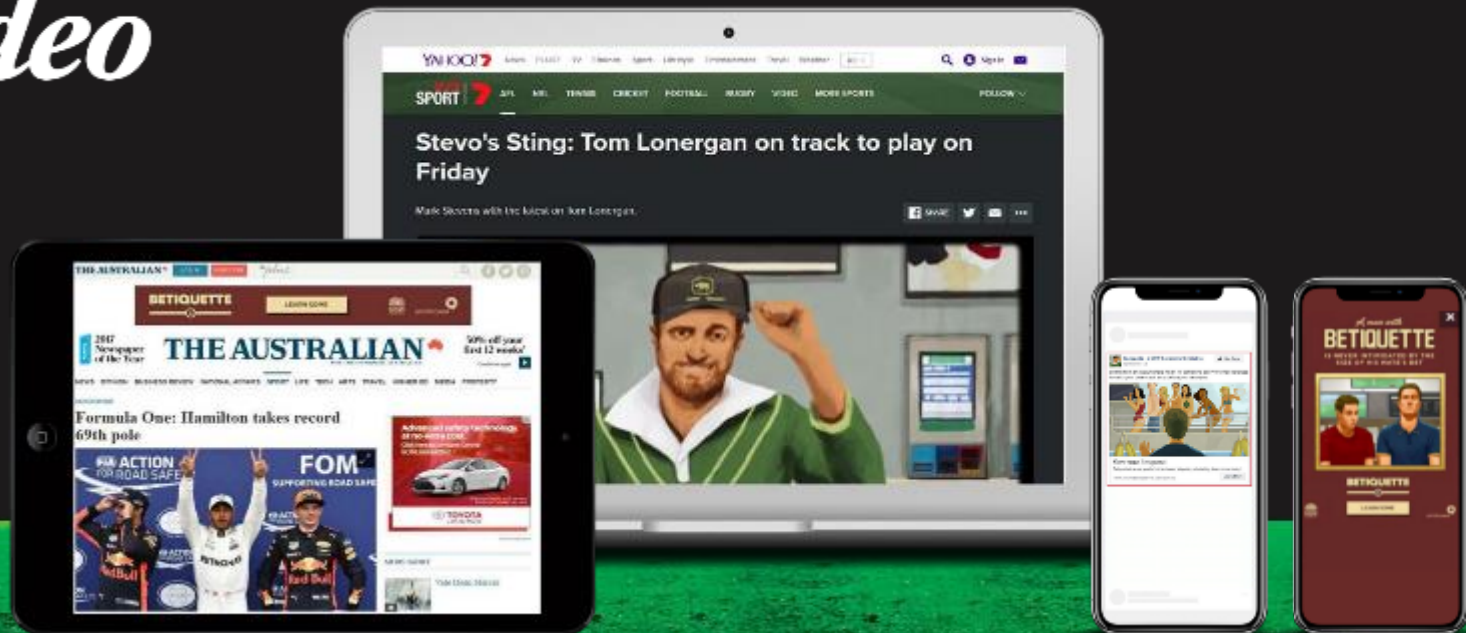


Responsible behaviour:
Gambling within financial means



Responsible behaviour:
Knowing when to stop gambling

Social and Video



Campaign Website



Campaign timing

8

September

NRL & AFL
Finals
(8–24 September)

30

September

AFL Grand
Final

1

October

NRL Grand
Final

14

October

The Everest
(Randwick race
meeting)

23

October

Responsible
Gambling
Awareness
Week
(23–29 October)

28

October

Cox Plate
(Moonee Valley
race meeting)

4

November

Derby Day
(Flemington &
Rosehill race
meetings)

7

November

Melbourne
Cup
(Flemington race
meeting)

Campaign results

Exposure and Perception



Radio and social media ads most effective

Catch up TV ads best performing media placement, followed by social media video placements

20% of young at-risk sports bettors recalled exposure to the campaign.

About one fifth (**21%**) of the young at-risk bettors exposed considered the campaign advertising highly relevant to themselves (compared to **29%** overall)

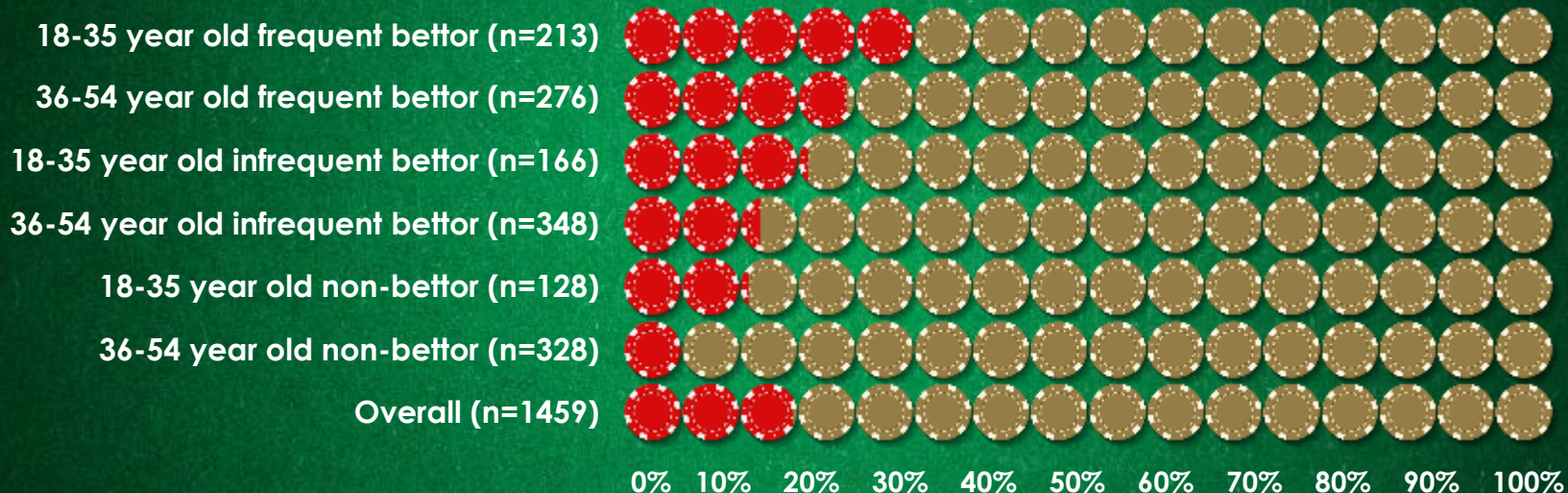
Just over one third (**37%**) of the young at-risk bettors exposed considered the campaign advertising highly appealing (identical to **37%** overall)

Around one quarter (**24%**) of young at-risk bettors exposed reported a high likelihood of engaging with the campaign advertisements upon future exposure (compared to **38%** overall)



Betiquette campaign exposure

Prompted Awareness



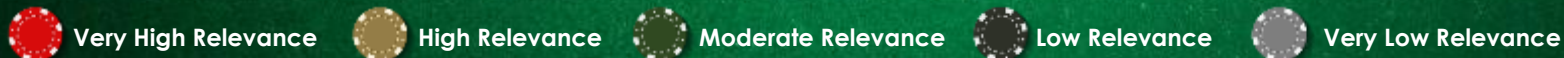
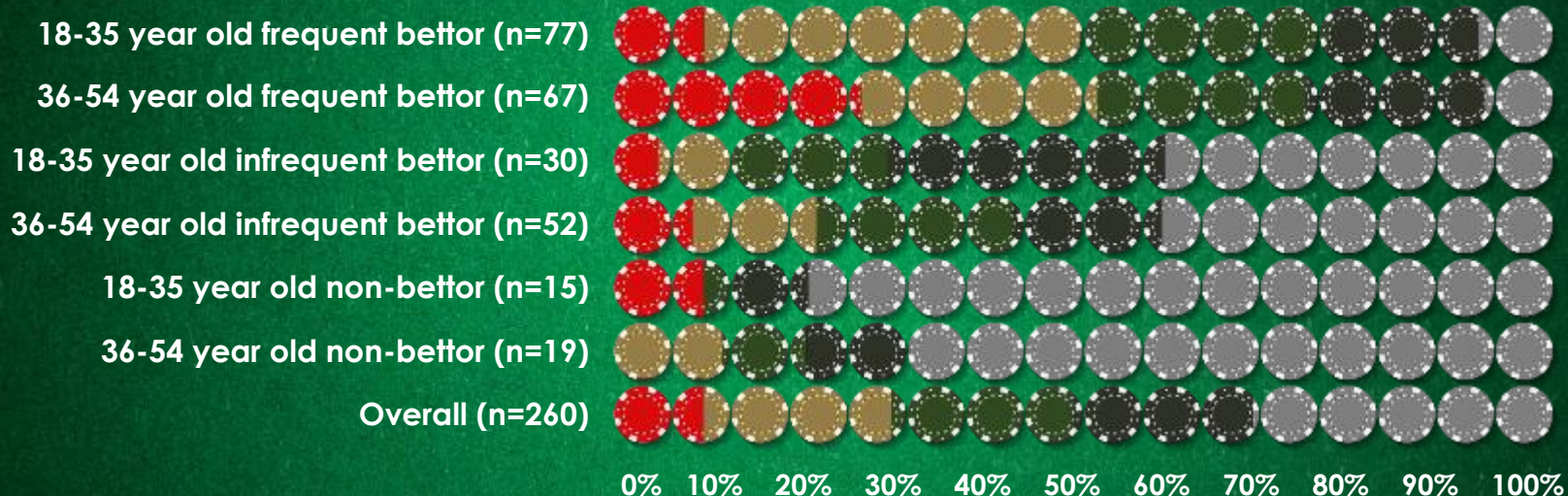
Exposed



Not Exposed

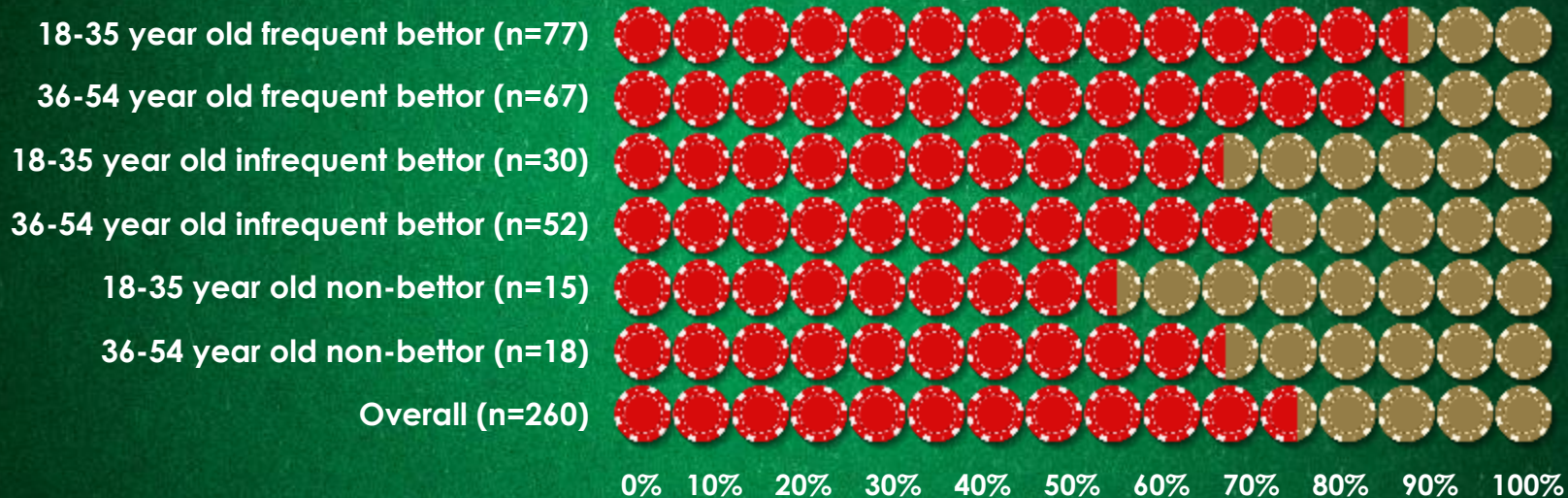
Perceived relevance

of Betiquette campaign



Took action as a result

of Betiquette campaign exposure



Took some action



Did not take action



Campaign results Actions Planned

52% of those exposed highly likely to implement each of the responsible betting strategies



61%

Avoid betting using money meant for something else



60%

Avoid betting to earn money for necessities



59%

Bet within your financial means



59%

Exercise control over your betting



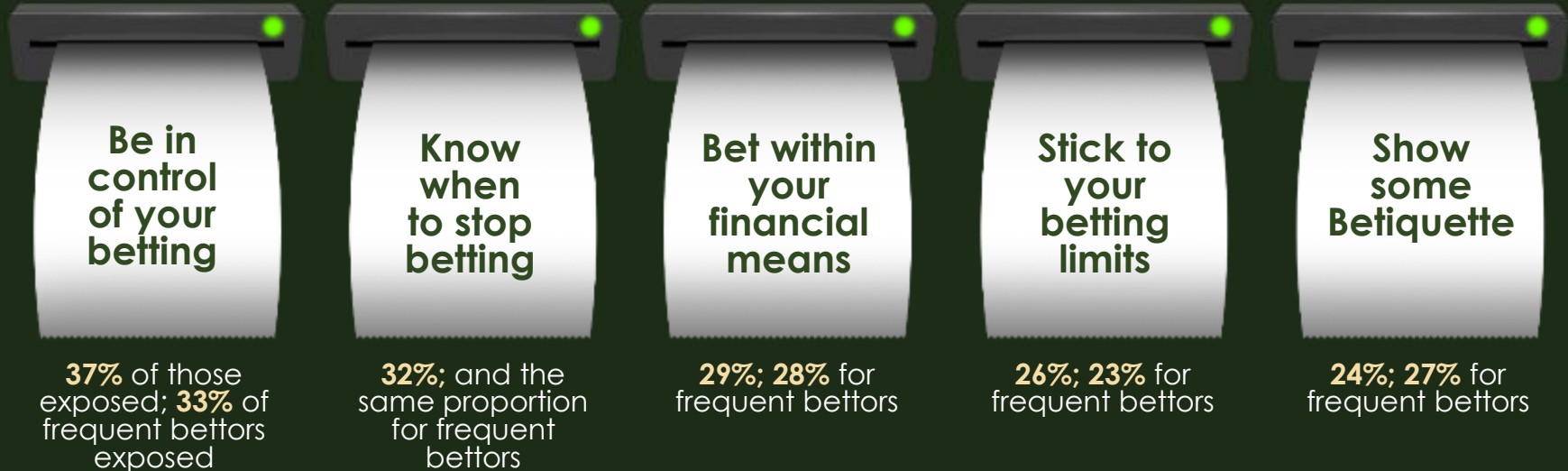
59%

Stick to your betting limits

Campaign results

Message Recall

82% of those who reported exposure to the Betiquette campaign recalled at least one campaign message, upon prompting. The leading campaign messages derived included:



Evaluation findings

Summary



High awareness of some **strategies** to stay in control



High awareness and **understanding of Betiquette**



No **systematic improvement** in attitudes towards betting



Increased reports of own experience of harm





HALF TIME
TURBO
BONUS
BOOST
MULTI!



Paul Newson

Deputy Secretary, Liquor,
Gaming & Racing

BETIQUETTE

