


'Let's Open Up About Gambling' stigma reduction campaign evaluation



Key highlights report

April to June 2023 Burst

1. Campaign overview

1.1 Campaign introduction

The 'Let's Open Up About Gambling' campaign aimed to reduce the stigma associated with gambling harms by; challenging societal perceptions of people experiencing gambling harms, normalising help-seeking behaviour and driving action. The campaign aimed to reach those experiencing at least moderate problems with their gambling (PGSI 3+), to encourage them to open up about gambling and to seek advice by visiting GambleAware for free advice, tools and support. The campaign was a new execution and live from 13 April to 11 June 2023 with a media spend of around £3.3 million.

The campaign was developed in response to the significant evidence that stigma is a barrier to people self-identifying as experiencing gambling harms; a barrier to accessing support; and a source of harm. As such, core objectives for the campaign include:

1. Changing societal perceptions and understanding

- a. Improve perceptions of those experiencing harms (i.e. they are not at fault/that anyone can experience harm and recover)
- b. Increase awareness and understanding of harms and early warning signs of experiencing them
- c. Increase conversations and dialogue within society around gambling harms

2. Normalising support seeking for gambling harms

- a. Decrease in embarrassment/shame as a barrier to accessing more formalised treatment/support
- b. Increase numbers (directly and incrementally) taking action e.g. by using some form of support or treatment service
- c. Increased active conversations with others around own experiences and support needed

The underlying strategy was centred on using real stories and real feelings among those with lived experience of gambling harms, we needed to:

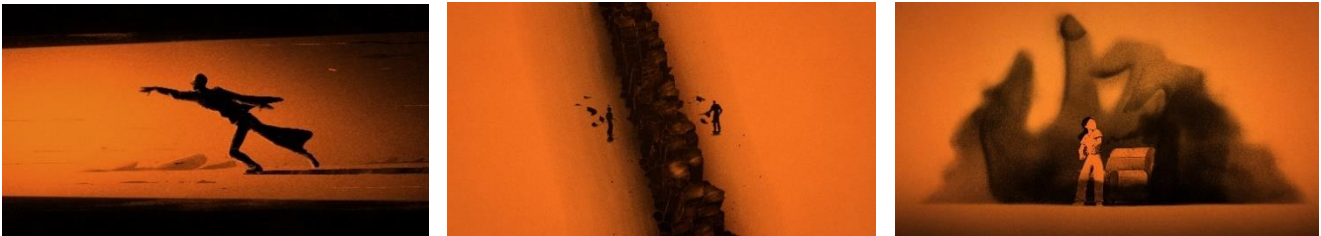
- Be David against Goliath (given the money spent on gambling advertising), so cut through is key
- Emphasise that gambling creates the negative feelings – it's not the individual's fault
- Show that anyone can experience harm and build empathy with a broad audience - the importance of feelings
- Land some jeopardy (around the harms that gambling can cause), but ultimately need to land a message of hope and resolution

This new strategy is one of the largest ever public health campaigns to reduce the stigma associated with gambling harms. The campaign is part of a wider workstream of work (*stigma programme*) which includes a large research grant with Wolverhampton University and Nat Cen and education activities with the Royal College of GPs. A bespoke language guide (*12 ways to reduce stigma when discussing gambling harms*) and animation (*challenging the stigma of gambling harms*) was also created for an approachable route into understanding the world of gambling harms and stigma, as well as offering advice everyone can take to reduce stigma. Reducing stigma around seeking support plays a critical role in our work as the leading charity and strategic commissioner working to keep people safe from gambling harms across Great Britain.

1.2 Campaign execution

An overview of the key evidence that led to the campaign has previously been published ([Background to the stigma reduction campaign](#)). In summary, the campaign's primary audience was **those with a PGSI score of 3+** (with a particular focus among those aged 18-44 with a socioeconomic grade of C1C2DE). Secondary audiences included those negatively affected by someone else's gambling, and those in the general population.

To develop, test, and deliver the campaign GambleAware partnered with Lucky Generals (creative), MGOMD (media planning / buying), Freuds+ (consumer engagement), 23Red (partnerships), Flipside (digital estate), Define (creative development research) and Ipsos (campaign evaluation). The campaign focused on a new brand platform of "let's open up about gambling" to bring real people's experiences of gambling harms to life and position them as a public health concern, in an effort to change societal perceptions and encourage affected individuals to seek support. The lead creative assets (*Magnets*, *Wall*, *Fog*) were co-created with individuals who have lived experience of gambling harms. Their stories were brought to life using created-by-hand animation styles incorporating a range of techniques between 2D hand-drawn animation, to textural, painted brushwork. The visual approach was adapted according to the requirements of the story, tone and character.



In 'out of home', social and digital channels, the creative approach used a blend of typographic and illustrative designs to visually portray the feelings and emotions of the individuals we spoke to. The designs aimed to grab attention and encourage engagement, utilising speech marks to make it clear that these were a real person's words and experiences. The creative design was supported by the key campaign messages that anyone can experience gambling harm, it's important to open up about gambling, and signposting to GambleAware as a source of advice, tools and support.



The campaign had a total media budget of just under £3.3 million live between 13 April and 11 June 2023 to coincide with several key events where harm is shown to increase (e.g., Grand National, end of Premier League season, Champions League Final). Themes for targeting across activations were primarily focused on lower SEG backgrounds (either C1C2DE or C2DE) and younger ages (either 18-44 or 18-34). Other contextual variables were also focused on (e.g., debt, areas of lower deprivation, those interested in gambling/betting, those interested in sports/gaming) where available.

Media ran across the following media channels (see notes for abbreviations)¹.

- **TV/VOD:** Shown on Channel 4, ITV and Sky across various key programmes and sporting events (e.g., FA Cup Semi-Final, Britain's Got Talent, I'm a Celebrity... Get Me Out of Here!). VOD activity aimed to target young benefits claimants.
- **Radio/DA:** Audio on key stations (e.g., KISS, Greatest Hits, Capital) and podcasts (e.g., DAX, Acast, Spotify)
- **OOHTV/CTV/OOH:** Shown in relevant venues (e.g., PowerLeague, football stadiums, city network screens - See examples in appendix). We utilised a blend of digital 6 sheets & 48 sheets which were situated in environmental contexts and high dwell time areas where we know the audience would be.
- **Press:** Shown across national press (e.g., Daily Mirror, Daily Star, Sun – See examples in appendix)
- **Community TV/VOD/Partnership/Audio:** The campaign targeted communities experiencing a disproportionate burden of gambling harm and intersectional stigma, including people from specific minority ethnic community backgrounds. For example, this included activations across a range of channels to reach those from South Asian (Indian, Pakistan, Bangladesh) or Black (Black Caribbean, Black African) backgrounds that are disproportionately impacted by gambling harms. This included relevant TV networks (e.g., Geo Network, NTC, Zee 5), podcast sponsorships (e.g., Dane Baptiste Questions Everything, 3 Shots of Tequila, The Game) and a bespoke activation with Complex (*Why It's Time To Open Up About Gambling Harms*).
 - These priority groups were identified based on findings from the Annual GB Treatment and Support Survey, 2021 (with similar patterns seen in previous years):
 - Among ethnic minority groups, Black adults were most likely to have a PGSI score of 1+ (25%), followed by Asian adults (21%). Both minority groups were significantly higher than White adults (12%).
 - Both Black and Asian adults were similarly likely to be classified as experiencing 'problem gambling' (PGSI 8+), with 8% of each falling into this category (vs 2% for White adults).
 - Among Black adults, those of Black African/mixed heritage (10%) were more likely to be experiencing 'problem gambling' than those of Black Caribbean/mixed heritage (5%).
 - Among Asian adults, this proportion was highest among those of Pakistani heritage (13%).
 - Key findings from our Inequalities Framework indicate the likelihood of minority groups experiencing harms from gambling is higher due to dynamics of social integration & exclusion in GB and that minority groups are less likely to access support for their gambling. Therefore, there is a real need to use trusted messengers within their communities to communicate to them in a bespoke way.
- **Programmatic display/video:** Standard display and video formats served in contextually relevant environments (e.g., harm signals, financial health, socioeconomics, C2DE)
- **Social:** Shown on key channels (e.g., Meta, X (formerly Twitter), Snapchat, Reddit) with contextual targeting and lookalike audiences
- **Paid media partnership:** To reach a younger audience (18-34) we developed a partnership with LADBible creating impactful, thought provoking, social first storytelling assets which heroed those who have direct and indirect experiences of gambling harms. Content included an episode of LADBible's series *The Gap* where ex-Arsenal and England footballer Paul Merson alongside YouTuber and Twitch streamer Jack 'Pieface' McDermott, discussed their experiences of gambling harms. (*Paul Merson Meets Pieface: Gambling Problems Destroyed Everything*). Other content included others sharing their

¹ Abbreviations: TV = Television, VOD = Video On Demand, OOH = Out Of Home, CTV = Connected TV, DA = Digital Audio

own personal experiences of gambling harms ([Jack](#)) and ([Stacey](#)) and those negatively affected by someone else's gambling ([Nicola](#), See examples in appendix).

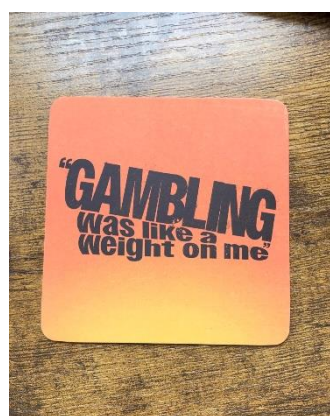
The campaign was supported by PR activity ([GambleAware calls for end to gambling harms stigma with new campaign](#)), which highlighted bespoke data showing that:

- 75% of people experiencing gambling problems feel they can't open up to loved ones
- One in four of us think we know someone who has experienced problems with gambling and, of these, three in five (61%) are put off speaking to them about it due to concerns around stigma.

This also included a bespoke film featuring Tyler West (an influencer who has lived experience of gambling harm as an affected other), Prof. Jo Lloyd (researcher), Martin Paterson and Stacey Goodwin (both with lived experience of gambling harms) ([Tyler West Opens Up About Gambling Harms](#)). A series of round table events with national media health editors and media medics was also conducted to share language and media guidelines to promote responsible reporting and commentary on gambling harms ([media editors guide](#)).

An in-kind partnership strategy engaged key organisations from other charities, advice services, local authorities, credit unions, health and the hospitality sectors. A [bespoke toolkit](#) was developed to provide campaign partners with everything they needed to signpost their audiences to campaign destinations and help spread messaging through trusted voices. The campaign was backed by a broad coalition of organisations including Citizens Advice, Metro Moneywise credit union, Football Supporters Association and Numed Healthcare (for access to screens in thousands of GPs surgeries) whilst a strategic partnership with Ministry of Defence was also brokered (see examples in appendix). For this partnership we co-created bespoke campaign assets for distribution to the armed forces and secured in kind media space to also reach affected others.

To build on the interest in the campaign, we delivered a second spike of activity focused on the launch of the out of home special build in May. The billboard was placed outside of North London's Emirates Stadium ([GambleAware Arsenal Emirates Stadium Billboard | Paul Merson talks about gambling](#)) in the hope that any match-going fans who saw the billboard and were worried about their gambling felt empowered to open up and seek support. Beer mats, highlighting the other ways in which gambling harms can affect how an individual feels, were also placed in the pubs surrounding the stadium to engage fans attending the game in an environment where gambling is typically discussed and encourage them to start a conversation about gambling harms. This was supported by former England and Arsenal midfielder, Paul Merson, who has spoken out about his struggles with gambling harms in the past, as well as the Football Supporters Association (FSA) and the Arsenal Supporters Trust. This activity gained coverage on Good Morning Britain, ITV1 evening news and numerous marketing trade outlets (e.g., [The Drum](#), [Famous Campaigns](#), [Campaign](#)).



A new [self-assessment quiz](#) was developed, which helped people to evaluate how gambling makes them feel and how it may be impacting their lives. This was based off the PGSI quiz² and the Health and Social Care Wiley review³ but adjusted based on feedback from those with lived experience of gambling harms to make the language more approachable.

2. Campaign evaluation

2.1 Evaluation approach

We have developed a comprehensive evaluation framework which will help us understand and optimise the performance and impact of the campaign. Ipsos UK conducted an independent holistic evaluation of the campaign. This approach had campaign monitoring (i.e., a pre-post online survey) at its core but also triangulated findings using data from the agencies executing the campaign (e.g., reach, impressions, clicks), and other third-party data GambleAware has access to (e.g., website data, owned social media data, media monitoring). This provides a broader view of how the campaign performed, with clear insights to understand how the campaign can be improved going forward.

2.2 Evaluation highlights – Media metrics

The evaluation demonstrated the campaign's significant reach across the range of channels:

- **Paid media:** All channels exceeded performance targets (see appendix) achieving a total reach of 97% (See Figure 1) and frequency of 22 across all adults (with reach at 100% and frequency at 31 for those C1C2DE 18-34). Other highlights can be seen below:
 - **Reach:** Highest across TV (53%) and broadcast radio (54%)
 - **Impressions:** Highest among social media (217.1m), digital audio (10.0m) and VOD (6.8m)
 - **Impacts:** OOH achieved 15.6m impacts
 - **Engagement:** There were a large amount of clicks from paid social (867k – compared to Government Communication Service benchmark of 774k*) and programmatic (23k)

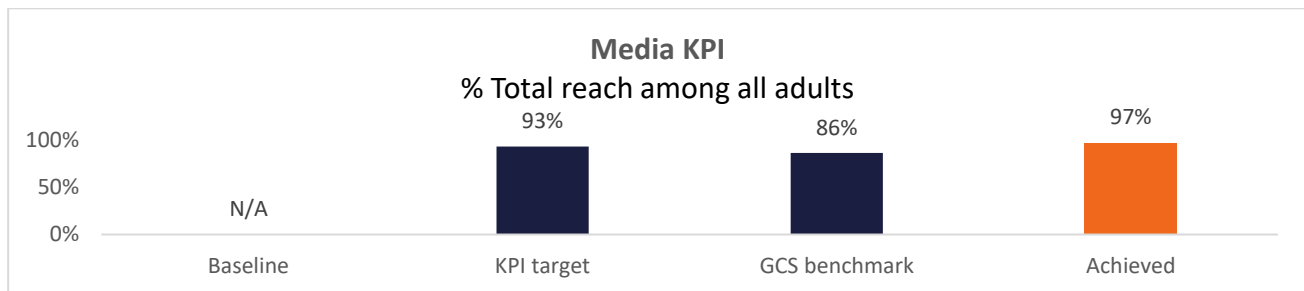


Figure 1. Graph showing total campaign reach achieved through media compared to KPI target

- **LADBible Media partnership:** Across the activity there were 27.9m impressions, 1.6m video views, 136k engagements with posts (primarily likes and saves) alongside 48k clicks
- **Community relevance partnership:** The TV/VOD achieved 600k impressions and digital audio 2.4m impressions, podcasts had 1.9k listens with a listen through rate of 86% (showing the audience were

² Problem gambling screens

<https://www.gamblingcommission.gov.uk/statistics-and-research/publication/problem-gambling-screens>

³ [Assessing potential brief screening questions for use within different social care-related contexts to identify individuals experiencing gambling-related harms: A scoping review \(wiley.com\)](#)

*Benchmarks used from the Government Communication Service database based on campaigns with comparable spend between £2-3.5m (analysis by MGOMD). Benchmark data is not available for some measures, but has been provided where relevant. Other benchmarks from the GCS database include reach for TV (56%) and radio (56%), alongside impressions for social media (176m), VOD (9.6m) and digital audio (5.5m)

engaged with the content). The digital partnership delivered 700k video views with 23k engagements (at a rate of 1.26% this was significantly higher than the 0.5% benchmark)

- **Consumer engagement (PR):**

- **Press release:** The release received extensive media coverage, securing over 1.6k pieces of coverage (including pre-recorded audio packages, See Figure 2) with an estimated 472m impressions across broadcast, national print and online, consumer, regional, marketing trade, and gambling trade. This included coverage in outlets such as ITV news, The Independent, Yahoo!, The Daily Mail⁴.
- **Roundtable and dissemination:** A roundtable was conducted with media medics, to brief them on the campaign and raise awareness of gambling as a public health issue. Following the session the media medics shared the campaign assets on their own social media platforms and in some of their regular media slots. Alongside this, another roundtable was conducted with members of the press to promote the media reporting guidelines and encourage a discussion around the impact of stigmatising reporting. The media guidelines document was distributed to over 50 journalists to reduce stigmatising narratives in public discourse.
- **Bespoke content:** Overall, the campaign generated 46 posts on social media, with a maximum reach of 1.8M. For example, it was shared as a reel on Tyler West’s Instagram and reached 90k followers, receiving almost 1k likes
- **Feedback:** Various media medics and media outlets fed back on the materials, stating the campaign was “powerful” and the roundtable was “helpful in bringing out all the main issues”. Many saw the campaign as “important” and “well-timed” given the white paper publication.

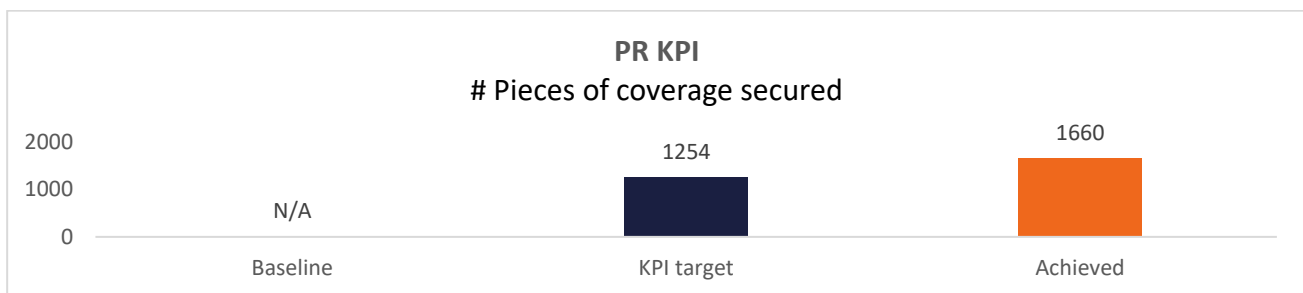


Figure 2. Graph showing total number of coverage achieved through PR compared to KPI target

- **In-kind partnerships:** 34 partnerships (see Figure 3) were live during the campaign securing an estimated reach of 3.3m⁵. This included partnerships across:
 - **Employers:** Unilever and a strategic partnership with Ministry of Defence which has included co-created assets on comms channels and radio promotion
 - **Charities:** Men’s Shed Association sent out wallet sized cards to regional target areas and Relate post assets relating to affected others across socials
 - **Advice services:** MoneyHelper, Money and Pensions Service and Citizen’s Advice rolled out assets to regional sites and posted messages on socials
 - **Local Authorities:** Local Government Association and specific city councils sent out newsletters to professionals, councils and councillors
 - **Health:** Numed and Jayex shared messages through GP surgery screens

⁴ Analysis by Freuds using media monitoring software or metrics from different partners (e.g., Podcast owners)

⁵ Analysis by 23Red using feedback metrics from individual partners. Reach challenging to estimate within partnerships due to potential reach of some cascade partners (e.g., GP surgeries) which can have a large but variable footfall. As such, cascade partners have not been included in these reach estimates but would bring the estimated reached up to 28.2m overall

- **Hospitality:** UK hospitality and the British Beer and Pub Association send posted on social media and sent comms to members
- **Credit unions:** ABCUL supported on social media and embedded our stigma quiz into communications
- **Football supporters associations:** Football Supporters Association and Supporters Direct Scotland (alongside some specific clubs) signposted the campaign with a bespoke opportunity currently in progress. Arsenal Supporters Trust were also involved in sharing the billboard messaging across social media, blogs and influences.
- **Feedback:** A post-partner survey showed that 90% of partners taking part in the survey felt the campaign materials were relevant, easy to understand and useful. One partner stated *“that guidance looks great, we are hopefully going to be revamping our website, so it would be nice to include this. I will also pass it onto our loans team as they are often in a position to help people with this awful problem some people face and the toolkit might be useful for them”*.

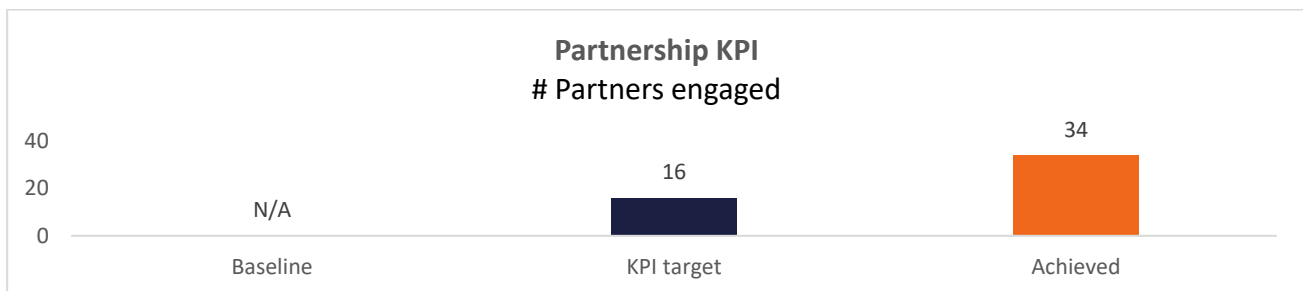


Figure 3. Graph showing total number of partners engaged through partnerships compared to KPI target

2.3 Evaluation highlights – Survey metrics

Campaign monitoring methodology

Fieldwork for the campaign monitoring pre-wave was conducted between 29 March and 11 April 2023 whilst the post-wave was conducted between 9 June and 22 June 2023, after the majority of the campaign had been delivered. The survey collected responses from a nationally representative general population sample of 2,000 adults aged 18+ living in Great Britain (GB) and a boosted “Wider Campaign Audience” sample of around 1,200 individuals aged 18-44 who have gambled in the last 4 weeks. Data was weighted (by age, gender, work status and region) back to the known population profile of GB.

Overall, there were four core audiences within the campaign monitoring⁶:

1. **Wider campaign audience:** Those aged 18-44 who have gambled in the last four weeks
2. **Behaviour change audience:** Those aged 18-44 who have gambled in the last four weeks and score 3+ on the PGSI
3. **General population:** Those aged 18+
4. **Affected others:** Those aged 18+ that are negatively affected by someone else’s gambling

Most of the results below are focused on the “behaviour change audience” (BCA) as key performance indicators were set against this audience. It is also worth noting that there was a boost of ethnic minority groups (specifically from a South Asian and Black heritage background) to evaluate the specific activations.

⁶ Sample sizes for each (pre-wave is W1, post-wave is W2)
 Wider Campaign Audience (1,194 in W1, 1,228 in W2)
 Behaviour Change Audience (603 in W1, 717 in W2)
 General Population (2021 in W1, 2000 in W2)
 Affected Others (218 in W1, 269 in W2)

We saw strong campaign cut through and recognition among the behaviour change audience:

- **Unprompted recognition:** Over half (52% up from 45%) of the BCA had seen or heard any advertising encouraging talking about the harms involved in gambling, and where you can go for advice, tools and support for gambling harms.
 - This increase was also shown among the wider campaign audience (43% from 36%), affected others (56% from 50%) and the general population (26% from 23%)
- **Prompted (i.e., shown assets) recognition:** Three quarters (75%) of the BCA recognised at least one element of the campaign (See Figure 4).
 - The campaign also had a high degree of cut-through among the wider campaign audience (60%), affected others (68%) and the general population (35%)

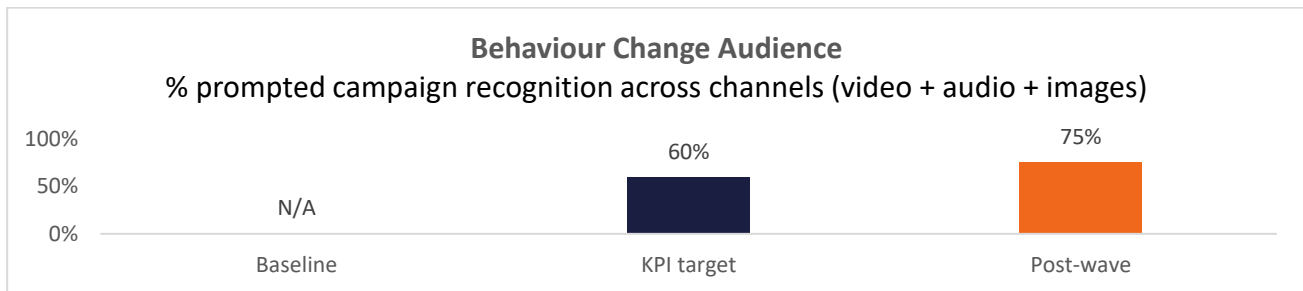


Figure 4. Graph showing prompted campaign recognition achieved compared to KPI target

The creative was highly engaging, with strong key message take-outs:

There was a high level of agreement among the BCA that ads:

- Told them something useful (72%), were credible (71%) and memorable (70%)
- Showed the importance of opening up about gambling harms (70%)
- Showed the importance of reducing stigma around gambling harms (68%)

The campaign helped to reduce blame and increase openness, with the majority reporting the ads increased their:

- Feeling that it is okay to talk more openly about gambling harms (67%)
- Motivation to open up about how gambling makes me feel (64%)

This was also picked up in the wider survey, with a 4% reduction in feeling those who gamble are solely responsible for harm they may experience among the BCA (see Figure 5).

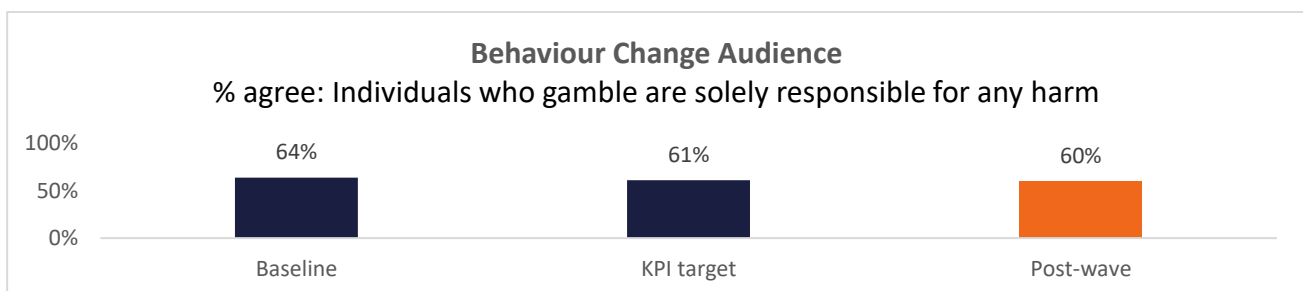


Figure 5. Graph showing perception shift achieved compared to KPI target

The ads also effectively delivered the required key messages such as:

- Visiting GambleAware for advice, tools or support (53%), either for yourself (33%) or for someone you know (35%)
- Gambling harms can result in people feeling a range of negative emotions (31%)

- Gambling harms can affect anyone (31%)

Within the general population, three in five felt the ads increased their empathy towards those who experience harms from gambling (60%) and understanding that anyone can experience gambling harms (61%)

Strong campaign recognition resulted in reported behaviour change:

Among those who recognised the campaign, almost all (93%, See Figure 6) reported taking action as a result of seeing it. The most commonly indicated actions included:

- Taking steps to reduce gambling (30%)
- Monitoring gambling (29%)
- Talking to someone about their gambling (25%)

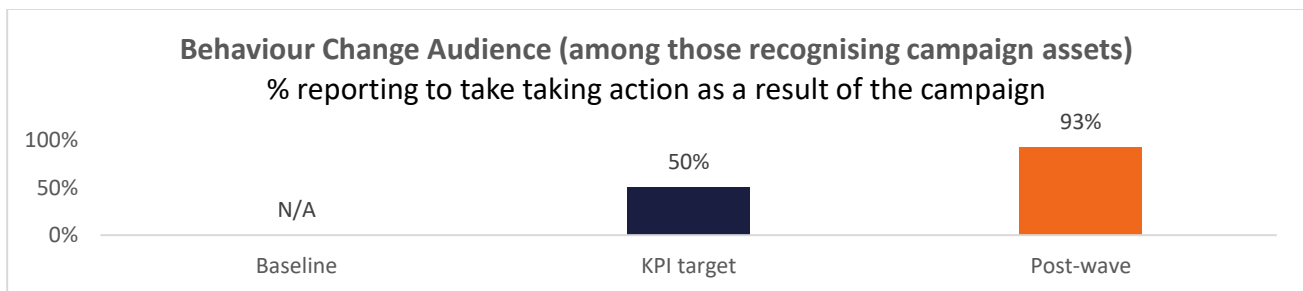


Figure 6. Graph showing reported action achieved compared to KPI target

The campaign also helped to drive wider knowledge:

Several areas of knowledge (i.e., claiming to know a little or a lot) improved from the baseline such as:

- How stigma impacts those experiencing gambling harms (65% up to 67%)
- Where to go for advice, tools and support when experiencing gambling harms (67% to 71%)
- How to reduce my risk of experiencing gambling harm (69% to 74%)

However, stigma remains high

Despite the positive shifts seen among those experiencing gambling harms, there are a number of unacceptable stigmatising views still held within the wider population that need to be confronted (e.g., high levels of agreement that individuals have no self-control and are solely responsible for any harm they may experience). It is important to note that (as outlined within our [Stigma Programme Best Practice Scoping Review](#)) it will take time to fully eradicate the stigma associated with gambling. As with adjacent challenges (e.g., mental health) it takes years to shift entrenched perceptions, which is why GambleAware are investing in this as a long-term programme.

2.4 Evaluation highlights – Wider impact measures

The campaign resulted in real-world action⁷:

- **Website:** There were 160k users of the website during the campaign (43% increase, See Figure 7), with 22k users of the new quiz (1,291% increase from the baseline)⁸. Showing the demand for advice, tools and support created and garnered from the campaign activity:
 - The quiz had a 67% completion rate, showing a positive engagement rate across the questions

⁷ Third party data compares metrics for the campaign period (13th April to 11th June 2023) compared to the equivalent period before the launch of the campaign (13th February to 12th April 2023)

⁸ Analysis conducted using Google Analytics 4, only users accepting cookies are tracked

- Those accessing the tools and submitting their demographic details, in comparison to a nationally representative sample, were more likely to be men, aged 18-44, and from an ethnic minority background showing the campaign was well-targeted to the most at-risk groups
- Almost three in five (58%) took action after completing the quiz, most commonly was opening the National Gambling Helpline webchat, clicking the National Gambling Helpline number, or advice to consider when gambling

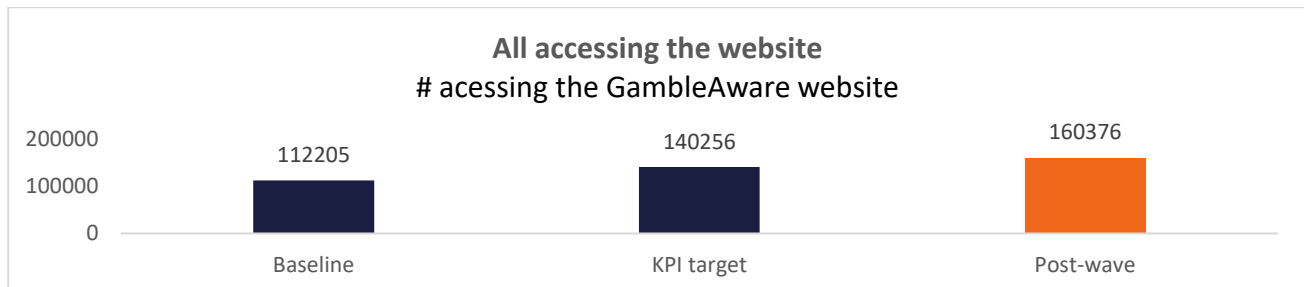


Figure 7. Graph showing website visits compared to KPI target. Note, likely to be underestimate due to cookie tracking limitations (current data suggests around 20-25% of all visitors accept cookie tracking)

- **Media monitoring:** Mentions of terms relating to GambleAware (54k mentions, +59%), gambling harms (16k, +69%) and stigma and gambling (1.1k, +136%) all increased within media monitoring compared to the baseline⁹. This shows that the campaign led to a change in conversations in this area.
- **Owned social media:** There was a large increase of followers and engagements across our social media channels, with 284 more followers on GambleAware channels (41% increase on baseline) and 1,157 on BeGambleAware channels (589% increase). There were also 911 interactions on GA (90% increase on baseline) and 1,365 on BGA (1,673% increase)¹⁰
- **National Gambling Helpline:** There were 8k inbound target calls to the National Gambling Helpline during the campaign period (a 9% increase on the period prior)¹¹. Whilst there was also 830 outbound target calls from the Helpline during the campaign (a 27% increase on the period prior)

2.4 Evaluation highlights – Community activations

The campaign reached groups at higher risk of harm:

Research suggests that those from South Asian (SA; specifically Indian, Pakistani, Bangladeshi) and Black Heritage (BH; specifically Black African & Black Caribbean) backgrounds are more likely to experience gambling harm. As such, specific media upweighting and media executions were conducted among these groups.

Results are focused on those who have gambled in the last 4 weeks, due to base sizes limiting comparisons with the behaviour change group:

- Recognition of the core campaign assets was higher among BH (76%) and SA (69%) compared to the wider campaign audience (60%).
- Action taking among campaign recognisers was also higher among BH (89%) and SA (93%) compared to the wider campaign audience (81%).

⁹ Analysis conducted using media monitoring platform Meltwater which does not have access to certain social media channels (e.g., Meta) so these will likely be underestimates. Search terms included are outlined below for each:

Brand: GambleAware, BeGambleAware, gamble aware, be gamble aware, be gambleaware

Gambling harms: Gambling harm, gambling addiction, gambling problem, problem gambler, gambling addict

Stigma: Stigma AND Gambling

¹⁰ Analysis conducted using social media monitoring tool Emplifi, includes all BeGambleAware social media channels (e.g., YouTube, Facebook, Instagram, Twitter) and GambleAware social media channels (e.g., Twitter, LinkedIn)

¹¹ Analysis conducted using daily inbound and outbound helpline data from GamCare. Target calls are those that have been picked up by an advisor, are in the right place (i.e., in need of support) and receive that support

- Recognition was also relatively high for the bespoke assets created, with around half of BH (56%) and SA (50%) recognising them.
- The vast majority felt the bespoke ads were relevant to their community (BH 78%, SA 72%), showed the importance of opening up about gambling harms (BH 77%, SA 77%), and challenged their attitudes of those who experience harms from gambling (BH 71%, SA 75%).
- Website data among those filling out their demographic details also showed that these groups were disproportionately likely to complete the tool.

3. Conclusion

3.1 Key learnings

The key learnings from the holistic evaluation were as following:

- Overall, the campaign's first burst saw a number of positive results. The campaign had a high level of reach and recognition, messaging conveyed key narratives that resonated, and most importantly the campaign made a large impact among the core audiences (shown within survey metrics, performance metrics and wider impact measures collected through the evaluation such as website and helpline traffic). As such, the next burst of the campaign will look to optimise, rather than any wholesale changes be made.
- The co-creation and testimony of those with lived experience of gambling harm helped resonate with the audience and encourage individuals to open up about their own struggles. This was seen within the survey metrics, but also within comments on social media with many sharing their own experiences of gambling harm under posts.
- A high media frequency was required as it was a new campaign platform and markedly different from previous GambleAware campaigns. However, to increase the recognition within a wider population, age targeting within broader media channels (e.g., TV) could be increased from 18-34 to 18-44 (budget depending). This would reduce the frequency of ads, but likely increase the reach.
- As expected, stigmatising attitudes remained high and tough to shift. Although this campaign marks a positive first step, it is clear that action will be required on all fronts to reduce stigma as it is driven by deep-rooted structural inequalities and will take years to shift. In particular, external factors (e.g. gambling regulations) are required to change the narrative around "irresponsible gamblers" and reduce factors driving harm (e.g., advertising, product design, messaging).
- A particular challenge going forward is how to encourage the wider public to feel a sense of responsibility and motivation to reduce stigma. There are ongoing considerations as to the extent to which the campaign materials need to more explicitly call out stigma, and educate the public on how stigma compounds harm among those experiencing harm.
- The community-specific activations among specific ethnic minorities resonated well with the audience and succeeded in changing perceptions of those experiencing harm. Going forward GambleAware will need to decide if these groups remain a priority for the next burst, or if other groups that experience intersectional stigma should be targeted.
- Stigma was monitored using two validated scales (Gambling Experienced Stigma Scale and Gambling Perceived Stigma Scale¹²). It was found during the analysis that the mean scores of these scale were masking key shifts, as such we have commissioned a secondary analysis of the data to better understand these scales and how best to display results (to be published in 2024).

¹² Developing and validating a scale to measure the enacted and felt stigma of gambling
<https://responsiblegambling.vic.gov.au/documents/73/Research-report-developing-scale-to-measure-stigma-of-gambling.pdf>

3.2 Next steps

This evaluation marks the end of the first burst of activity aiming to reduce stigma around gambling harms. We are planning to optimise the campaign based on the findings from the holistic evaluation, and will look to launch the second burst in late 2023. We will also continue to address inequalities by refining targeting to reach specific audiences of need (e.g., bespoke minority community partnerships, regional upweighting).

As stated in our recently published [*Applying Public Health Learnings to Safer Gambling Communications*](#) it is also crucial that those working in the area continue to publish evaluations so others can learn from successes and/or failures. There is a lack of available data across industry-led campaigns which could help other gambling companies produce effective communications in this area, especially given their access to in-play data which cannot be accessed by third sector organisations. Increasing the evidence available in this area is crucial to gain a better understanding about what does and doesn't work.

4. Appendix

4.1 Extra asset screenshots

Figure 1. Pictures of GambleAware adverts in press outlets



Figure 2. Pictures of GambleAware adverts in football stadiums



Figure 3. Pictures of GambleAware earned coverage

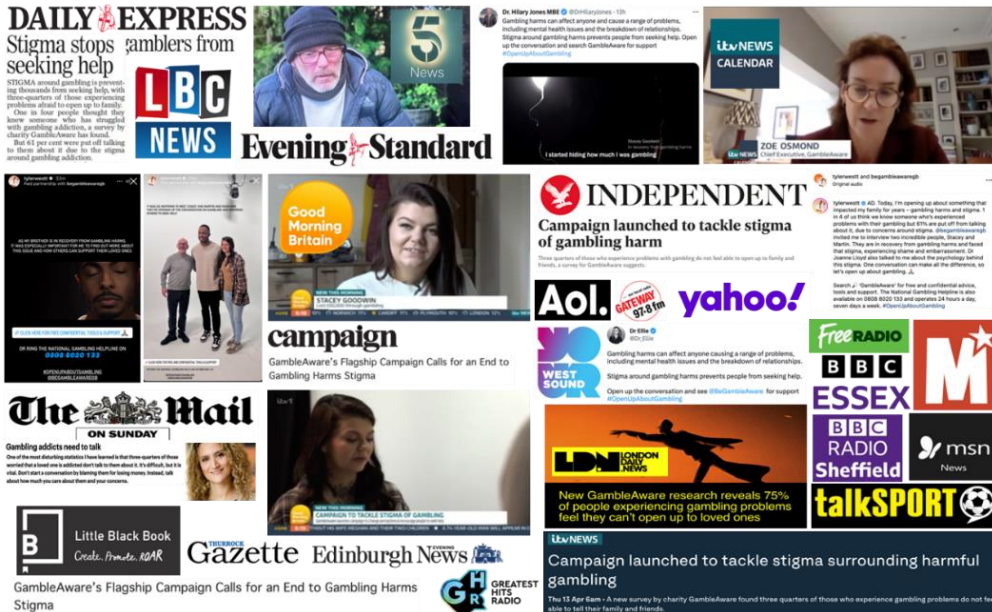
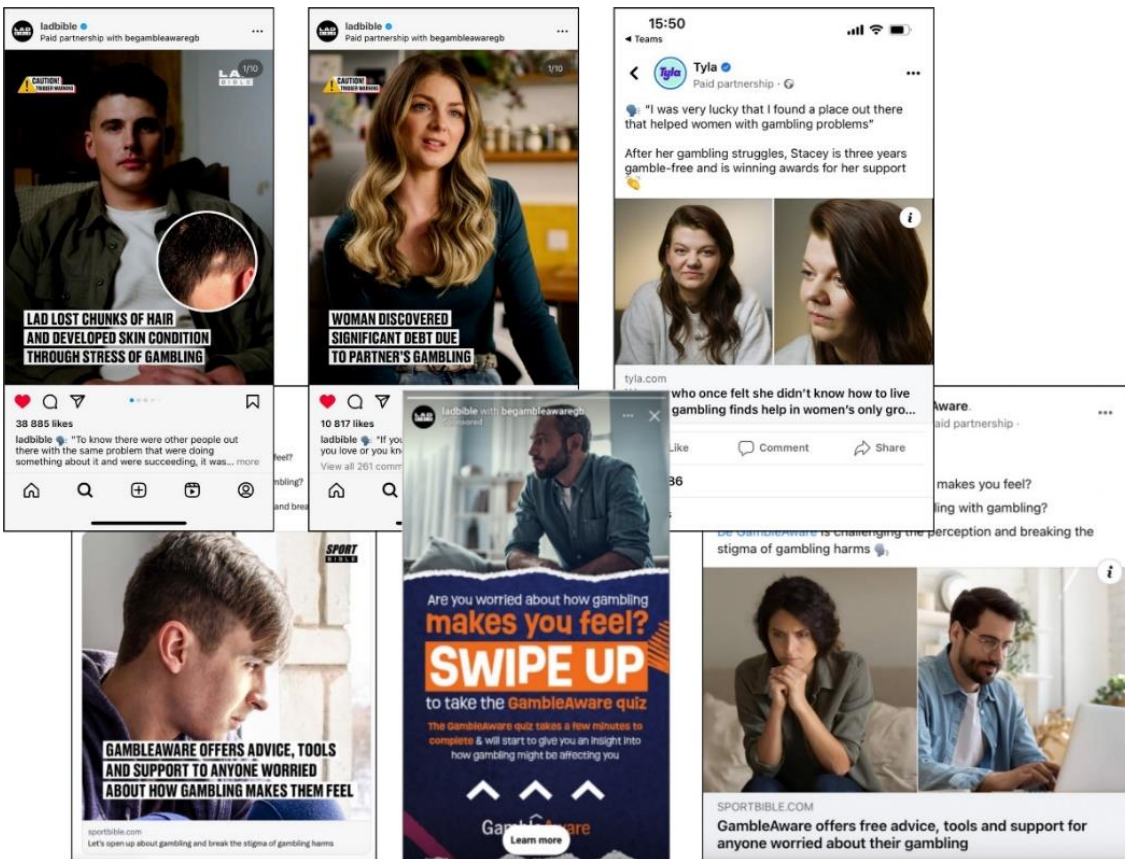


Figure 4. Pictures of GambleAware partnership coverage



Figure 5. Pictures of GambleAware media partnership coverage with LADBible and Tyla



4.2 Media KPIs

Figure 6. Picture of GambleAware media KPIs (produced by MGOMD prior to media launch which utilises data from other public-sector campaigns to set KPIs)

Media Buying Audiences All PGSI 3+, All C1C2DE, 18-34, all genders	Media KPIs		
	Metrics	Planned	Delivered
Media Mix			
TV	Reach / Frequency	40.1% / 3.2	53% / 6.7
VOD	Impressions	6,656,437	6,860,655
CTV	Impressions	696,060	868,488
Broadcast Radio	Reach / Frequency	51% / 4.8	53.6% / 6.3
Digital Audio	Impressions	8,668,515	10,019,462
OOHTV	Impressions	4,472,800	6,316,714
OOH	Reach / Frequency	2.3m / 5	3.4m / 8
Press	Reach / Frequency	1.77m / 5.2	1.86m / 5.7
Programmatic	Display: CTR / Clicks Video: VTR / Views	0.12% / 14,287 70% / 3,570,684	0.12% / 22,730 71% / 4,281,479
Social	Community: Video Views	6,810,205	7,025,040
	Action: Clicks	366,586	464,932
	Sponsorship & Take Over: Impressions	7,450,000	14,130,109
Community TV & VOD	Impressions	600,000	600,397
Community Digital Audio	Impressions	2,325,715	2,375,839
	Listens (podcasts)	1,400	1,902
Community Digital Partnership	Impressions (all activity)	3,143,500	4,664,126
	Video Views (social video)	250,000	669,522
	Viewability (pre-roll video)	85%	94.6%