GambleAware

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

Key highlights report
November 2023 to February 2024 Burst

GambleAware

Contents

Executive Summary

Rationale
Stigma is one of the biggest barriers to people seeking help, realising they may be experiencing harms from gambling, and talking openly about their challenges. Often they feel worried they'll be judged by others about their experiences.

Objectives
To reduce the stigma of people experiencing gambling harms by:
- **Changing societal perceptions and understanding**
- **Normalising support seeking for gambling harms**

Execution
The campaign focused on bringing to life the real stories and feelings of people's lived experience of gambling harms. This was executed in a way that drove significant awareness, reach into communities at disproportionate impact of gambling harms, and drive action for people who are most in need.

Evaluation
Our evaluation aligns with the Government Communications Service Evaluation Cycle and triangulates data sources to evaluate campaigns holistically. Key results are shown below:

Reach
PR secured over **1,400 pieces** of media coverage.

Partnerships reached an estimated potential **16.4m people**

Paid media achieved a total reach of **95%** and frequency of **9** across all adults.

Recognition
75%

75% of the Behaviour Change Audience* recognised at least one element of the campaign.

*(PGSI 3+, aged 18-44)

Reported action
94%

Almost all **(94%)** campaign recognisers in the behaviour change audience claimed to have taken action as a result of seeing the campaign.

Real-world action
9% increase in inbound target calls through National Gambling Helpline

More receiving support within the National Gambling Support Network

89% increase for Tier 2 support (early interventions)

10% increase for Tier 3 (structured treatment) and Tier 4 (residential rehabilitation)

25K users of the tool.

12% increase in users of the website during the campaign.

Stigma
68% of the target audience felt the campaign increased their feeling that it is okay to talk more openly about gambling harms.

68%

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1. Introduction

1.1 Document introduction

This paper summarises the execution and evaluation of the 'Let's Open Up About Gambling' stigma reduction campaign launched by GambleAware on the 21st November 2023. The paper aims to contribute to the evidence base in this area, alongside sharing key learnings and considerations with external stakeholders.

1.2 Campaign introduction

GambleAware's new flagship campaign aims to reduce the stigma associated with gambling harms by; challenging societal perceptions of people experiencing gambling harms, normalising help-seeking behaviour and driving action. It also seeks to encourage individuals to open up about gambling and to seek advice by visiting GambleAware for free advice, tools and support. The target audience is those experiencing at least a moderate level of problems with their gambling (defined using a score of 3+ from the Problem Gambling Severity Index[1]).

The campaign was developed in response to the significant evidence that stigma prevents people from self-identifying as experiencing gambling harms; a barrier to accessing support; and a source of harm. An overview of the key evidence that led to the campaign has previously been published on the GambleAware website (*Background to the stigma reduction campaign*).

The evaluation of the first burst The 'Let's Open Up About Gambling' campaign in early 2023 showed a high level of impact (*Let's Open Up About Gambling campaign evaluation*). In particular, the co-creation and testimony of those with lived experience of gambling harm helped resonate with the audience and encourage individuals to take action to reduce further harms (e.g., open up about their own struggles). Due to this performance, a second burst of marketing was commissioned by GambleAware with media live between 21st November 2023 and 25th February 2024 and had a total spend of around £4.1 million (including £1.3m worth of advertising donated by media companies).

To deliver the second burst of the campaign GambleAware partnered with Lucky Generals (creative), MGOMD (media planning / buying), Freuds+ (consumer engagement), 23Red (partnerships)[2], Flipside (digital estate), The Outsiders (creative development research) and Ipsos UK (campaign evaluation).

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[1] Problem Gambling Severity Index (PGSI)
https://www.gamblingcommission.gov.uk/statistics-and-research/publication/problem-gambling-screens
[2] Note. During the campaign period the responsibility for partnerships moved from 23Red to Freuds+ after a procurement process

2. Campaign strategy

2.1 Audience

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 due to this group being more likely than average to experience gambling harm). Secondary audiences included those negatively affected by someone else's gambling, and the general population more broadly.

The campaign also upweighted activity among specific groups who are disproportionately likely to experience harms. This included activity to reach specific Ethnic Minority communities (See section 2.4 for details) and those living in specific regions harm (See section 2.8 for details).

2.2 Creative approach

The campaign continued to focus on the brand platform of "let's open up about gambling" to bring real people's experiences of gambling harms to life and position gambling as a public health concern. The creative strategy was built around encouraging open conversations around how gambling makes you feel and highlighting tangible ways to take action. The real stories and feelings of real people sits at the heart of the strategy (See Figure 1).

We need to be David against Goliath, so cut through is key

We need to emphasise that *gambling* creates the negative feelings – it's not the individual's fault

**Real stories
Real feelings**

We need to show that anyone can experience harm and build empathy with a broad audience - the importance of feelings

We need some jeopardy, but ultimately need to land a message of hope and resolution

Figure 1. Overview of the campaign creative strategy

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The lead creative assets (*Magnets, Wall, Fog*) were co-created with individuals who have lived experience of gambling harms (See Figure 2). 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.

Figure 2. Picture of three "hero" videos that ran across TV and VOD as part of the core campaign creative

The campaign continues to be shaped by new insights from the stigma reduction programme of research, holistic evaluation sessions from previous campaigns, and the wider cultural context in which the campaigns sit. After a strong performance for the first burst of the campaign, the approach for the second burst remained largely similar. As such, existing assets were optimised whilst new assets were produced to enhance the campaign.

New assets included animated Digital Out Of Home (DOOH) assets that communicate feelings of 'emptiness' with liquid seeming to drain out of a billboard, and 'being followed by gambling advertising' with moving eyes fixing on people as they walk past (See Figure 3). The content around advertising was as a result of the evaluation of the first bursts which suggested it could be useful to place more emphasis on the environment to reduce stigma, alongside new research showing that over half of those experiencing 'problem gambling' felt they couldn't escape adverts about gambling.
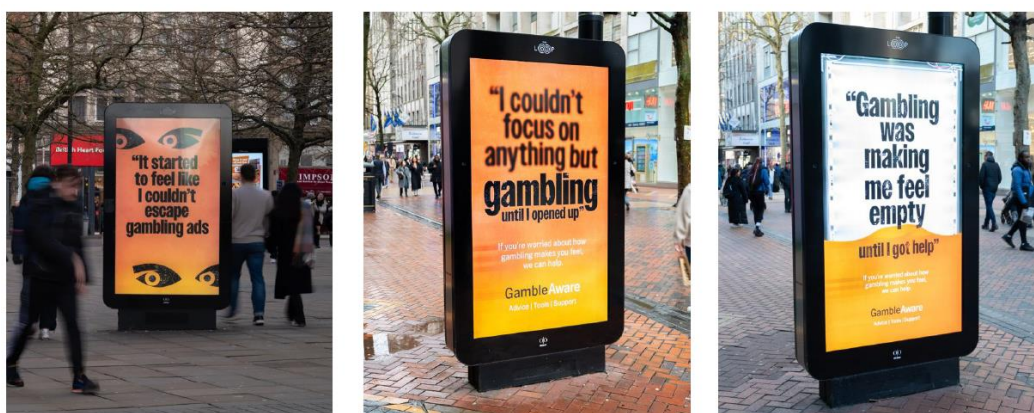

Figure 3. Picture of three example DOOH executions as part of the campaign media

Other new campaign assets included a range of animated social adverts, several press ads that utilised unconventional print formats (See Figure 4).

Figure 4. Picture of four example press executions as part of the campaign media

There was also a new radio creative which utilised a real interview with an individual with lived experience of gambling harms.

"So gambling, gambling to me was like monsoon, the first rain, the first bet. It brings comfort and joy but then it's a flood, it's not a nice feeling. You think you're in control but you're not, you need that help. If you're worried about how gambling makes you feel, we can help. Search GambleAware for Advice. Tools. Support." - Radio Advert Script

2.3 Paid media

The media strategy was built around three phases of implementation (See Figure 5):

1. **Educate phase:** To build empathy for those experiencing gambling harms, utilising salient formats to bring to life the issue to elicit an emotional reaction.
2. **Reassure phase:** Showing the target audience that they are not alone and that people like them experience gambling harms and seek support. Model help seeking behaviour in relatable and presented in trusted environments.
3. **Enable phase:** To help the target audience recognise the issue and direct them to support should they need it. This phase relies on behavioural signals and contexts to intercept people as they approach moments of risk and direct them to support.
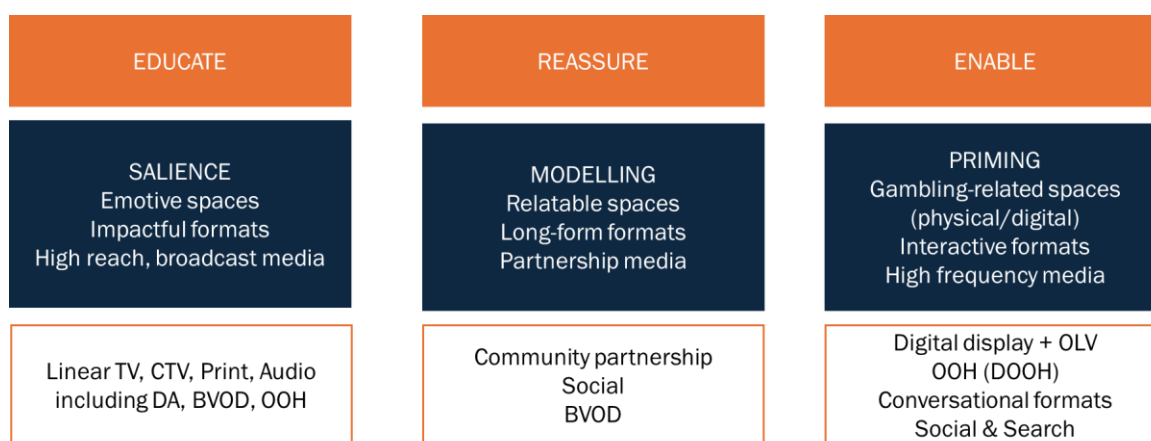
EDUCATE	REASSURE	ENABLE
SALIENCE Emotive spaces Impactful formats High reach, broadcast media	**MODELLING** Relatable spaces Long-form formats Partnership media	**PRIMING** Gambling-related spaces (physical/digital) Interactive formats High frequency media
Linear TV, CTV, Print, Audio including DA, BVOD, OOH	Community partnership Social BVOD	Digital display + OLV OOH (DOOH) Conversational formats Social & Search

Figure 5. Overview of the media buying strategy

Media ran across the following media channels (See notes for abbreviations)[3]:

- **Television/Video On Demand:** Shown on Channel 4, ITV, Sky, Amazon across various key programmes (e.g., Big Fat Quiz 2023, I'm a Celebrity Get Me Out of Here) and sporting events (e.g., Six Nations Rugby, Premier League Football, FA Cup Football).
- **Radio/Digital Audio:** Audio on key stations (e.g., Greatest Hits, Talksport, Heart, Magic, Capital) and podcasts (e.g., DAX, Acast, Spotify).
- **Out Of Home TV/Connected TV/Out Of Home/Digital Out Of Home:** Shown in relevant venues (e.g., Football stadiums, retail screens) and roadside (e.g., service stations).
- **Press:** Shown across national press (e.g., Metro, Daily Mirror, Daily Star) including a sports page takeover using some new innovative formats.
- **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, Snapchat, Reddit) with contextual targeting (e.g., football interest) and lookalike audiences. There was also a focus on raising awareness among those who game, using Twitch and YouTube.

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[3] Abbreviations: TV = Television, VOD = Video On Demand, OOH = Out Of Home, CTV = Connected TV, DA = Digital Audio, DOOH = Digital Out of Home

2.4 Community media partnerships

The campaign targeted Minority Ethnicities experiencing a disproportionate burden of gambling harm and intersectional stigma[4]. These priority groups were identified based on analysis showing Black adults were more likely to have a PGSI score of 1+ (25%), as were Asian adults (21%) compared to White adults (12%)[5]. Specifically, bespoke assets were produced to reach and engage South Asian (Indian, Pakistan, Bangladesh) or Black Heritage (Black Caribbean, Black African) ethnicities, after more detailed analysis showed a heighted prevalence of harm among these groups[6].

The increased likelihood of minority groups experiencing harms from gambling is higher due to dynamics of social integration & exclusion in GB. These groups are also 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. As such, activity was implemented on the following channels:

- **South Asian:** Assets produced in Hindi, Urdu and Bengali to be shown across 18 culturally relevant TV networks (e.g., Utsav, Geo, Islam Channel).
- **Black Heritage:** A bespoke podcast sponsorships (e.g., ShxtsnGigs, 3 Shots of Tequila) and digital partnerships with Complex & Buzzfeed Seasoned (Why It's Time To Open Up About Gambling Harms).

2.5 Consumer engagement / PR

The PR strategy hinged on two key objectives, firstly to increase the number of people who empathise with those experiencing gambling harms, and secondly to increase the number of people who feel comfortable seeking support for gambling harms. A suite of campaign materials were developed to call on the public to reduce stigma around gambling harms and encourage people experiencing harms to seek help (See Figure 6).

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[4] Minority Communities & Gambling Harms, Qualitative and Synthesis Report: Lived Experience, Racism, Discrimination and Stigma
https://www.gambleaware.org/sites/default/files/2024-01/Minority%20communities%20%26%20gambling%20harm%2C%20qualitative%20and%20synthesis%20analysis.pdf
[5] Gambling among adults from Black, Asian and Minority Ethnic communities: a secondary data analysis of the Gambling Treatment and Support study
https://www.gambleaware.org/sites/default/files/2020-12/2020-12-09-gambling-among-adults-from-black-asian-and-minority-ethnic-commmunities-report.pdf
[6] Background to stigma reduction campaign
https://www.gambleaware.org/sites/default/files/2023-04/Summary%20of%20background%20research%20and%20data%20insights%20for%20stigma%20reduction%20campaign_0.pdf
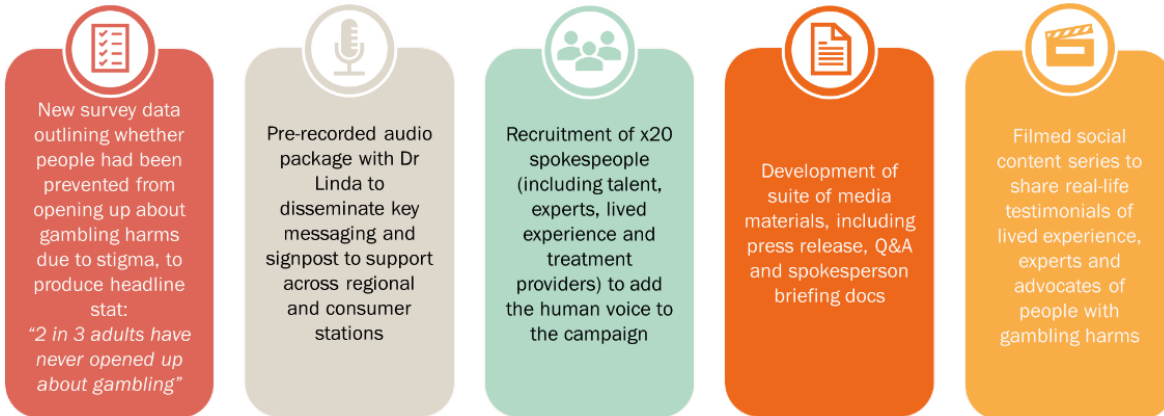
Figure 6. Overview of consumer engagement / PR elements

The campaign was supported by a press release (*two in three people experiencing gambling problems keep issue hidden*), which highlighted bespoke data (*Ipsos research explores stigma around gambling harms*) showing that:

- Nearly 2 in 3 adults (64%) who have ever experienced any problem with gambling have never spoken to anyone about it – 2 in 5 (39%) of whom attribute their silence to pervasive stigma as the reason.
- The vast majority of those who have opened up (76%) reported feeling better after speaking to someone about their gambling.

This also included a series of videos which involved emotive testimonials from experts, advocates and people affected by gambling, to use on owned social channels (See Figure 7). These included; Clive Tyldesley (football commentator), Dr Ellie Cannon (NHS GP), Dr Linda Papadopoulos (psychologist), Scott Thomas (influencer), Cheryl Williams (treatment provider for Adferiad), Maria Welsh (treatment provider for RCA Trust) and three individuals with lived experience (Liam, Matt and Elissa). GambleAware would also like to thank other individuals with lived experience who spoke about their experiences with press outlets to help encourage others to open up about their gambling[7].
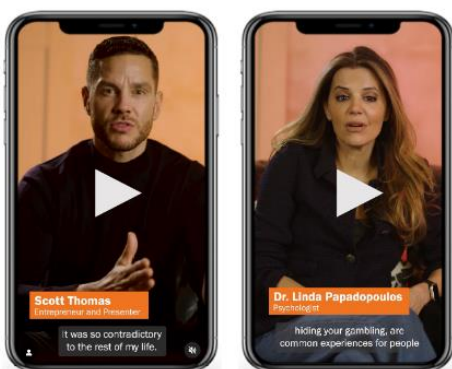

Figure 7. Picture of two example videos that ran across social media as part of the PR

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[7] Craig Tampin, Liam Colebrook, Andy May, Matt Burgiss, Chris Spindler, Martin Paterson, Elissa Hubbard and those whose name were pseudonymised (David, Richard, Matt)

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2.6 In-kind partnerships

An in-kind partnership strategy engaged key organisations from other charities, advice services, credit unions, financial services, employers and health. The partnerships strategy aimed to deliver advertising and wider assets through trusted voices within contextual environments and relevant touchpoints (e.g., seeking financial support). This helps broaden the reach of the campaign and encourages behaviour change at the right moment. 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, Movember, Campaign Against Living Miserably, ABCUL and Numed Healthcare (for access to screens in thousands of GPs surgeries). Trusted brands like Citizens Advice, or Men's shed association, were also able to deliver offline materials for those who don't have online access.

A strategic partnership was also delivered with Ministry of Defence which included bespoke co-created assets to be made available to service personnel as a pilot piece of activity aboard Navy ships (See Figure 8).
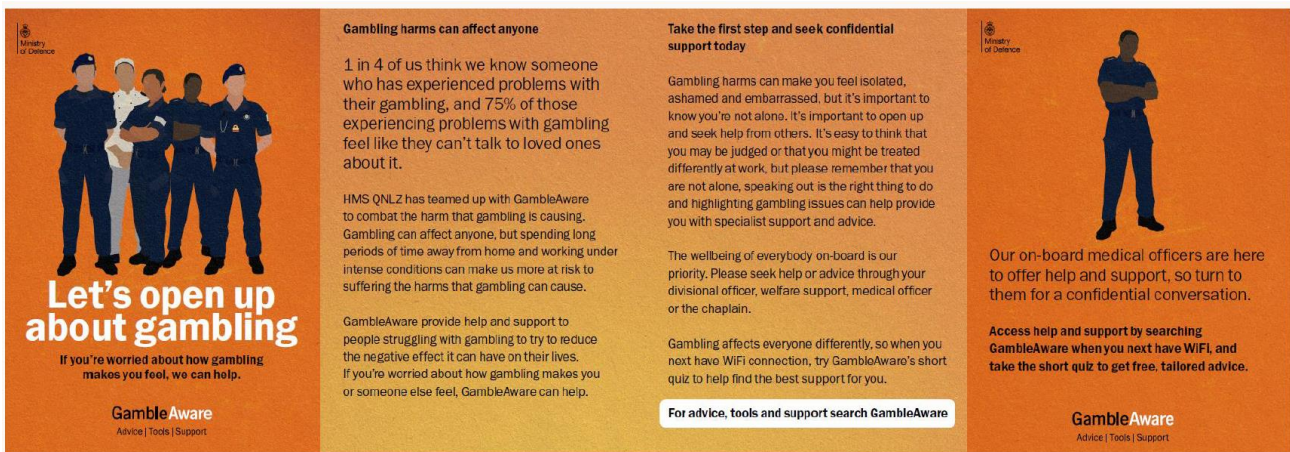

Figure 8. Picture of leaflet produced with the Ministry of Defence as part of the partnerships approach

2.7 Digital support

Within behaviour change campaigns it is important to give individuals a tangible and simple action, and design a user journey to support them make it. Alongside encouraging people to open up around their gambling, the campaign encouraged users to search GambleAware to find Advice, Tools and Support. This helped individuals choose the next step in their journey, whether that be a tool to self-reflect more about their gambling, contact the National Gambling Helpline, or for general information and advice when gambling.

The main digital tool promoted during this campaign continued to be a self-assessment quiz (Figure 9) that helped individuals understand how gambling makes them feel, and take action as a result. After this quiz, individuals were signposted to different actions depending on their level of need (e.g., opening up the National Gambling Helpline chat).

Figure 9. Picture of GambleAware self-assessment quiz

An updated spend calculator (See Figure 10) was also produced, helping people to understand if they need to reduce their level of gambling based on current behaviour. This was based on the internationally-leading and robust Lower Risk Gambling Guidelines, which were adjusted based on user-testing and feedback from those with lived experience of gambling harms to improve language and accessibility. In particular, the tool presents the positives that can be achieved if an individual is able to reduce their current level of gambling (e.g., money saved).

Figure 10. Picture of GambleAware spend calculator

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2.8 Regional activation

To build on the interest in the campaign, GambleAware delivered a second spike of activity focused on the launch of an out of home special build in Birmingham between 6th and 11th March 2024. The activation was supported by PR activity (_GambleAware research finds people from West Midlands up to 25% more likely to experience gambling harm compared to national average_), which highlighted bespoke data showing that 3.9% of those living in the West Midlands region may be experiencing 'problem gambling' (PGSI 8+), which is 25% higher than the national average. There was also a focus on the disproportionate burden of gambling harms among Minority ethnic communities.

The creative execution was inspired and co-produced by those who have experienced gambling harms first-hand, the billboard emphasises the emotion that gambling can make you feel with a message "Gambling clouded everything I did" (See Figure 11) alongside details on local support and advice. The campaign was supported by ex-Stoke City Player Tony Kelly, alongside numerous national and regional partners, including Football Supporters' Association, Fans for Diversity, Aquarius, Armada FC, Bluepool FC and Nechells Athletic FC.

Figure 11. Pictures of regional billboard

3. Campaign evaluation

3.1 Evaluation approach

We have developed a comprehensive evaluation framework that aligns with the [Government Communication Service Evaluation Cycle](#). This allows GambleAware to understand and optimise the performance and impact of the campaign, and share learnings with others working to reduce gambling harms through communications. Ipsos UK conducted an independent holistic evaluation of the campaign which was underpinning by the below logic model (See Figure 12).

Inputs	Outputs	Outtakes	Short-term outcomes	Longer-term outcomes
Integrated comms campaign • Creative (e.g., main adverts) • Media (e.g., TV/VOD, radio, OOH) • Media partnerships (e.g., LadBible) • PR (e.g., roundtables, content) • Partnerships (e.g., toolkit, roundtables, and partners) • Digital estate (e.g., updated pages and online tool) • Organic social (e.g., owned content) **Time and expertise** • Time and expertise from GambleAware, agency partners (e.g., creative, media, PR, PA, partnership and wider stakeholders (those with lived experience of harms, treatment providers, adjacent experts) **Research evidence** • Several stages of strategic and creative development research • Stigma scoping review • Stigma semiotics, language guide, and associated animations • Stigma best practice programme / campaigns scoping document • Insights from building knowledge of stigma related to gambling and gambling harms in Great Britain • Background to stigma campaign document	**Media** • Impressions, reach, frequency, TVRs **Partnerships** • Partners engaged, reach, engagement **PR** • Coverage secured, reach, engagement **Organic social** • Followers, interactions, impressions **Google analytics** • Website visits, tool visits, tool demographics, traffic source **Search** • PPC clicks, CPC • Organic search **CharityIndex** • Brand awareness & perceptions **Media monitoring** • Terms related to stigma & gambling harms	**Campaign** • Unprompted recognition • Prompted recognition (main creative, partnership materials, PR materials) **Creative execution** • Salience, Relevance, Share-worthiness, Memorability Credibility, Informative, Usefulness • Message takeout (e.g., let's open up about gambling, if gambling makes you feel like this) • Stigmatisation (e.g., ads helped me understand / empathise with those experiencing gambling harm) **Engagement** • CTRs, GRP **Value for money** • CPC • Recognition point per spend (issues with value added + donated inventory + inflation)	**Increased awareness** of: • What harms from gambling look like /how gambling can make people feel • That harms can affect anyone • Where to go for advice and support for gambling • Stigma around gambling harms **Increased understanding** of: • Gambling harms are not the individual's fault • Damage that stigma has • Reduction in societal stigma • Reduction in self-stigma • Identifying harm among self/others **Increased motivation** to: • Talk openly to someone about gambling harms • Take action to reduce stigma • Seek advice, tools and support **Increased action taking** to: • Have conversations about gambling harms • Increase advice, support or treatment (e.g., visit BGA website, use BGA advice/tools, helpline visits, NGTS visits, GamBan use, GamStop use, operator SG tools) • Reduce stigma	*Primary outcome:* **Reduction of stigma** to: • **Improve societal perceptions** and understanding of gambling harms, and those who experience harms • **Equip and empower** those at risk of and/or experiencing harm (from their gambling or another) to increase action taking • **Normalise** conversations around gambling harms and support-seeking Create a society where everyone is safe from gambling harms by preventing harm and reducing levels of PGSI 8+ in GB

Figure 12. Campaign logic model overview

This approach triangulated findings using data from the following sources, which provides a broader view of how the campaign performed, with clear insights to understand how the campaign can be improved going forward:

- Campaign monitoring (i.e., a pre-post online survey)
- Partner agencies executing the campaign (e.g., reach, impressions, clicks)
- Other third-party data GambleAware has access to (e.g., website data, owned social media data, media monitoring).

When viewing these results it is worth contextualising the wider societal context of marketing within Great Britain. It is estimated that the gambling industry spends approximately £1.5bn on marketing every year[8]. During the months the campaign was live, it is estimated that operators

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[8] Gambling advertising and marketing spend in GB, 2014-17
https://www.begambleaware.org/sites/default/files/2020-12/2018-11-24-rp-ga-gb-marketing-spend-infographic-final.pdf

spent just under £150m on advertising (does not include wider marketing[9]). This means that even during the most intensive period of our campaigning' the share of voice for GambleAware was around 2.8%. Put another way, this means that for every one GambleAware advert shown positioning gambling as something that can lead to harm, an individual could see 36 gambling adverts positioning gambling as "harmless fun"[10].

3.2 Evaluation outputs – Paid media metrics
- **Reach:** Almost all channels exceeded performance targets (See Appendix) achieving a total reach of 95% (See Graph 1) and frequency of 9 across all adults (with reach at 98% and frequency at 14 for those C1C2DE 18-34). Other highlights can be seen below:
  - Reach: Highest across TV (40%) and broadcast radio (52%)
  - Impressions: Highest among social media (104.1m), digital audio (9.1m) and VOD (4.6m)
  - Impacts: OOH achieved 22.7m impacts
- **Engagement:** There were indications that the content was highly engaging on social media. Social was split into a "reassure" phase where views were prioritised, alongside an "enable" phase where clicks were prioritised. When combined, the activity drove almost 800k clicks, below outlines the separate phases:
  - **Reassure phase:** View through rates varied compared to Government Communication Service (GCS) benchmarks[11] for Meta (17.3% vs 5.6%), Snapchat (2.9% vs 8.9%) and Reddit (5.0% vs No comparison available).
  - **Enable phase:** Click through rates outperformed GCS benchmarks for Meta (0.7% vs 0.4%), Snapchat (1.6%% vs 0.8%) and Reddit (0.2% vs No comparison available).
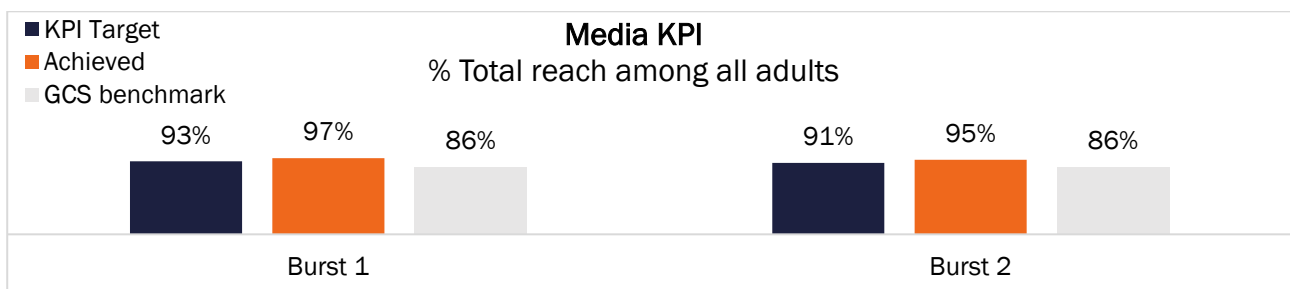
Graph 1. Graph showing total campaign reach achieved through media compared to KPI target

3.3 Evaluation outputs – Community media partnerships metrics
The community media partnerships (See Figure 13) exceeded performance targets:
- South Asian media partnerships: The TV/VOD over-delivered on spots with 3,523 spots across 18 community channels. The creatives resonated with target audience as the

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[9] Figures provided by MGOMD via ad intel and only include spend on Cinema, Digital, Direct Mail, Door Drops, Outdoor, Press, Radio and TV. These do not include wider marketing activities (e.g., sponsorships, influencers, ambassadors, partnerships, content marketing, organic social) and as such can be seen as an underestimate of wider marketing spend
[10] Please note, this is for descriptive purposes only and may not be exact (i.e., although the budget is may be higher this doesn't necessarily mean that ads will be shown more due to variables such as targeting procures / media placement)
[11] GCS benchmarks provided by MGOMD based on 538 cases during Q1 FY23/24

vital message were conveyed by South Asian figures, aiming to lift the social taboo around this topic, encouraging the audience to seek help.

- Black Heritage media partnerships: The digital audio partnership over-delivered with 854k impressions. The digital media partnership with Complex delivered 2.5m impressions overall, with the engagement rate higher than the benchmarks for both the social video (0.53% vs 0.20%) and editorial (2.36% vs 0.50%) showing the content was highly engagement and relevant to this audience. Having real people in the creatives allowed the audience to resonate with the messaging whilst representation encouraged individuals to open and talk about gambling harms.
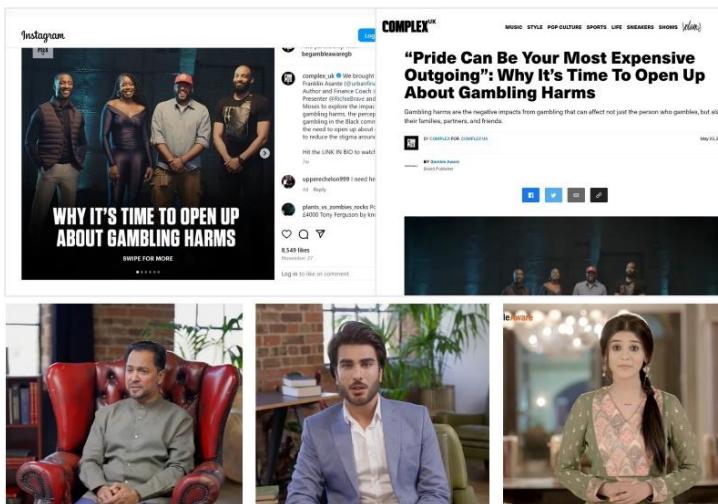
Figure 13. Picture of community partnership asset examples for South Asian communities (bottom) and Black Heritage communities (top)

3.4 Evaluation outputs – Consumer engagement (PR) metrics

- Media coverage: The release received extensive media coverage (See Figure 14), securing over 1.4k pieces of coverage[12] (See Graph 2) with an estimated 300m opportunities to see across broadcast, national print and online, consumer, regional, marketing trade, and gambling trade. This included coverage in outlets such as The BBC, The Guardian, ITV news, The Independent, The Daily Mail. Key messages were used to build empathy and increase the number of individuals seeking support.

PR KPI
Pieces of coverage secured

- ■ KPI Target
- ■ Achieved

	Burst 1	Burst 2
KPI Target	1254	1170
Achieved	1660	1,419
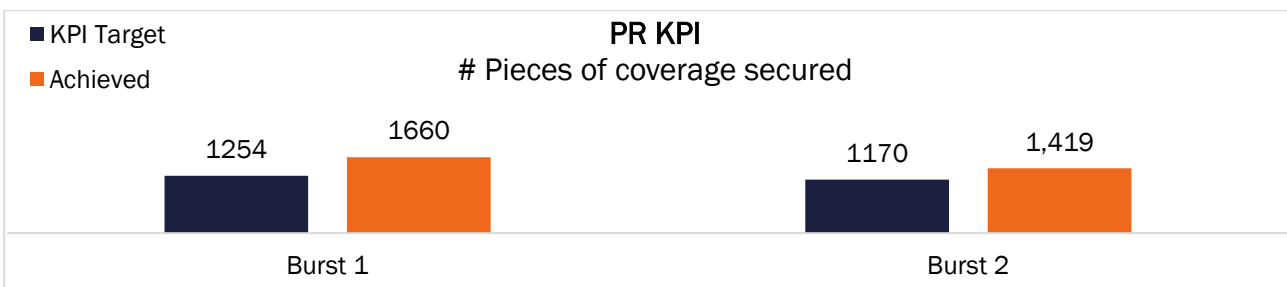
Graph 2. Graph showing total number of coverage achieved through PR compared to KPI target

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[12] Includes pre-recorded audio packages

- Social media content: Bespoke social media content generated 26 pieces of media coverage from stakeholders, with a series of stories across Scott Thomas' Instagram being widely shared and engaged with.

Figure 14. Picture of media coverage examples

3.5 Evaluation outputs – In-kind partnership metrics

The partnerships activity managed to bring together a coalition of trusted organisations from the private, third and public sector who share a common purpose to prevent gambling harm through the reduction of stigma and who can contribute their expertise and evidence base to provide targeted, innovative and effective help to keep people safe from gambling harm.

- Reach: 22 partnerships (See Graph 3) were live during the campaign securing a potential reach of 16.4m.
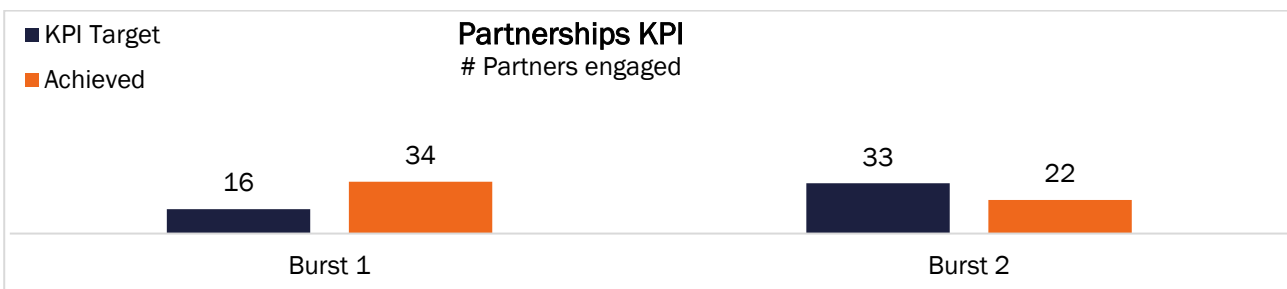
Graph 3. Graph showing total number of partners engaged through partnerships compared to KPI target

This included partnerships across the following areas (See Figure 15 for content examples):

- MOD: A strategic partnership with Ministry of Defence included bespoke co-created assets (e.g., leaflets, posters) across available comms channels aboard navy ships. This will be part of a control (i.e., no campaign materials) vs exposed (i.e., campaign materials) test across two ships to measure the impact of campaign activity.
- Construction: Poster assets were displayed across Knight Build building sites to their workforce with the toolkit information being shared across their site managers. The Considerate Constructors Scheme (CCS) now includes a section on their best practice hub around Gambling harms with links to the self-assessment tool and language guidance. The site receives c~100k visits per month demonstrating the reach of the activity. Four hundred co-branded leaflets were distributed at the CCS awards to their construction members and partners.
- Charity and advice services: Partnership activity with Campaign Against Living Miserably (CALM) led to new content new content being developed on their website with signposting to GambleAware. Both Relate and Movember shared GambleAware assets across social channels with Movember also integrating GambleAware information into training materials for their 'ahead of the game' programme. Citizen's Advice showcased gambling harms rolled out co-created assets to regional sites and posted messages on socials. MoneyHelper supported through social media whilst PayPlan produced a blog post and shared content through their social channels.
- Health: Numed shared messages through GP surgery screens and added the assets to their media library so other partners could share.
- Credit unions: ABCUL cascaded the campaign toolkit to supporter credit unions and supported on social media. Multiple other credit unions also shared the campaign assets through their social media.
- Football supporters: The Football Supporters Association (alongside some specific clubs) also signposted the campaign.
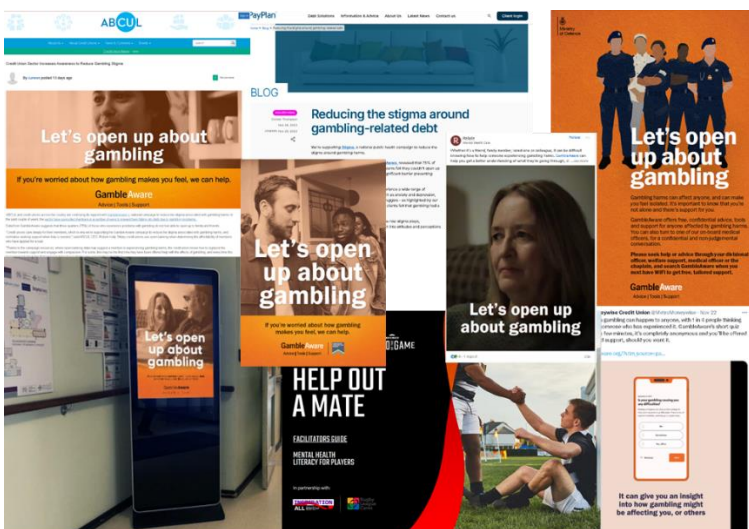

Figure 15. Picture of partnership examples

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3.6 Evaluation outputs – Regional activation metrics

It was challenging to evaluate the impact of this type of activity due to the regional approach and relatively low cost (in comparison to the full campaign). However, impact metrics showed:

- Media: There was a footfall of 544k for the 5 days the billboard was live.
- PR: Although the coverage was impacted by the National budget announcement, it still managed to gain 35 total pieces of coverage with a total 4.8m opportunities to see (See Figure 16). Highlights included coverage across BBC West Midlands (TV and Radio), The Independent, Birmingham Mail, Free Radio, Talk TV and a national broadcast with Voice of Islam. It was also covered by specialist marketing outlets such as _Campaign_ and _Marketing Week_.
- In-kind partnerships: 8 partners were engaged including national partners (e.g., Football Supporters Association) and local community partners such as football teams (e.g., Armada FC) and educational providers (e.g., Birmingham Metropolitan College). Support included social media posts, digital assets (e.g., newsletters) and posters which had a total opportunity to see of over 100k.
- Other metrics: During the week of the billboard there was an 8% uplift in website visits, 44% increase in mentions, and an organic post on GambleAware Facebook covering the activation achieved 1.5m impressions.
- There was an uplift in Charity Index scores for brand awareness, attention, word of mouth and positive buzz in the West Midlands during March 2024 compared to the previous month and compared to UK averages. Whilst each of these uplifts are not statistically significant, the uplift seen in a number of metrics increases confidence in the impact we see from the activity in the West Midlands.
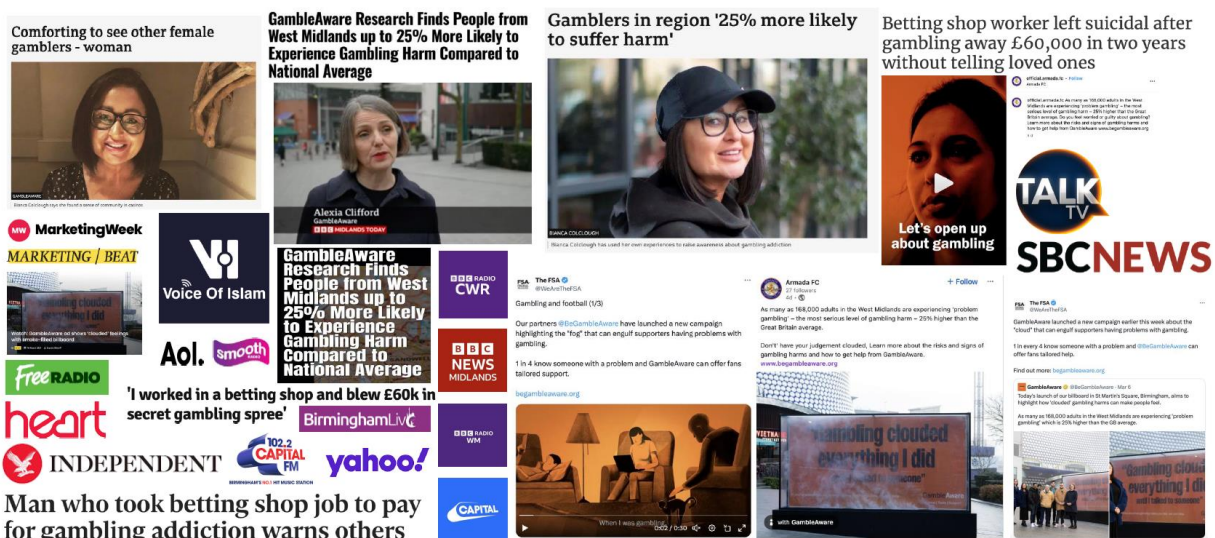

Figure 16. Pictures of regional coverage of campaign

3.7 Evaluation outtakes & outcomes – Campaign monitoring metrics

<u>Campaign monitoring methodology</u>

Fieldwork for the campaign monitoring pre-wave was conducted between 6th and 9th November 2023 whilst the post-wave was conducted between 12th and 22nd January 2024 after the majority of the campaign had been delivered but before the end of the campaign window. 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 four 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 evaluation survey[13]:

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+
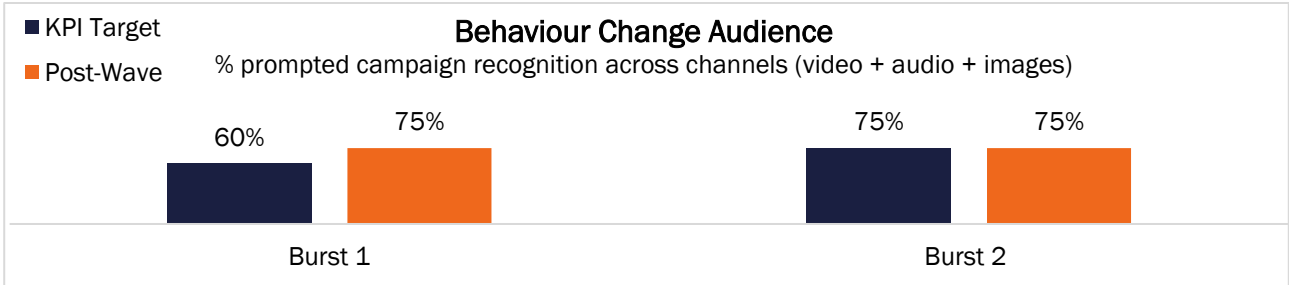4. Affected Others: Those aged 18+ that are negatively affected by someone else's gambling

Most of the results below are focused on the "Behaviour Change Audience" (BCA) as key performance indicators were set against this audience.

<u>Overview of Key Performance Indicators (KPIs)</u>

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

- **Unprompted recognition:** Half (50% up from 46% at the pre-wave) 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 uplift is in line with the first burst of the campaign.
    - o This increase was also shown among the Wider Campaign Audience (38% from 35%), Affected Others (59% from 44%) and the General Population (24% from 21%).
- **Prompted (i.e., shown assets) recognition:** Three quarters (75%) of the BCA recognised at least one element of the campaign (See Figure 4), this was consistent with first burst of campaign activity.
    - o 45% of the BCA recognised all elements of the main campaign activity, and 60% recognised the community media partnership activity.
    - o The campaign also had a high degree of cut-through among the Wider Campaign Audience (56%), Affected Others (68%) and the General Population (35%) all recognised at least one element of the campaign.

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[13] Sample sizes for each (For burst 1 pre-wave is W1, post-wave is W2, For burst 2 pre-wave is W3, post-wave is W4)
Wider Campaign Audience (1,194 in W1, 1,228 in W2, 1201 in W3, 1237 in W4)
Behaviour Change Audience (603 in W1, 717 in W2, 642 in W3, 693 in W4)
General Population (2021 in W1, 2000 in W2, 2000 in W3, 2000 in W4)
Affected Others (218 in W1, 269 in W2, 198 in W3, 249 in W4)

Behaviour Change Audience
% prompted campaign recognition across channels (video + audio + images)

■ KPI Target
■ Post-Wave

	Burst 1		Burst 2
60%	75%	75%	75%

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

The creative was highly engaging, with strong key message take-outs. For example, there was a high level of agreement among the BCA that ads:
- Showed the importance of opening up about gambling harms (72%)
- Showed the importance of reducing stigma around gambling harms (67%)
- Told them something useful (70%), were credible (67%) and memorable (66%)

Most who recognised the campaign stated that it helped to increase openness, with the majority reporting the ads increased their:
- Feeling that it is okay to talk more openly about gambling harms (68%)
- Motivation to open up about how gambling makes me feel (65%)

However, neither burst of activity translated into an increase in the general attitude that it is important to talk more openly about gambling (See Graph 5). This is an indicator of how whilst a campaign can directly deliver positive outtakes for those who see it, wider societal attitudes are more stubborn to change.

Behaviour Change Audience
% agree: It is important to talk more openly about gambling harms

■ Pre-Wave
■ KPI target
■ Post-Wave

		Burst 1			Burst 2
74%	77%	76%	74%	77%	73%
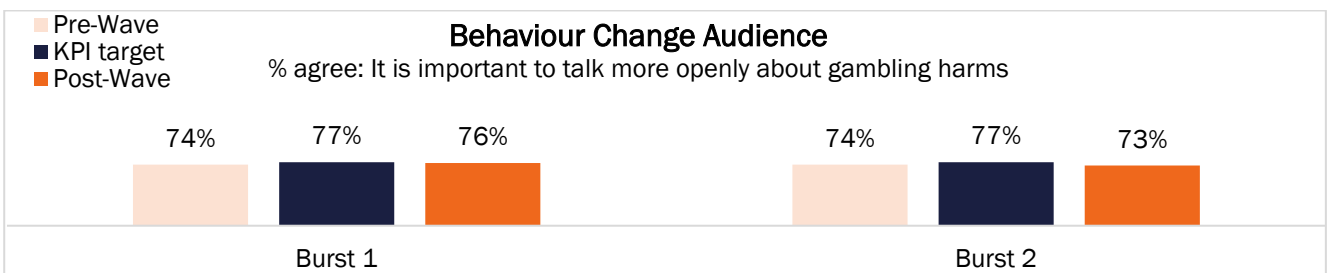
Graph 5. Graph showing attitude shift achieved compared to KPI target

The difficulty in changing society attitudes is also seen in a reduction in the proportion of the BCA who believe that blame for harms is with the individuals who gamble. There was in fact a 4% increase among the BCA in the feeling those who gamble are solely responsible for harm they may experience from the pre-wave, although this increase is not statistically significant (See Graph 6).

Behaviour Change Audience
% agree: Individuals who gamble are solely responsible for any harm

Legend:
- Pre-Wave
- KPI target
- Post-Wave

Burst 1			Burst 2		
64%	61%	60%	58%	56%	62%
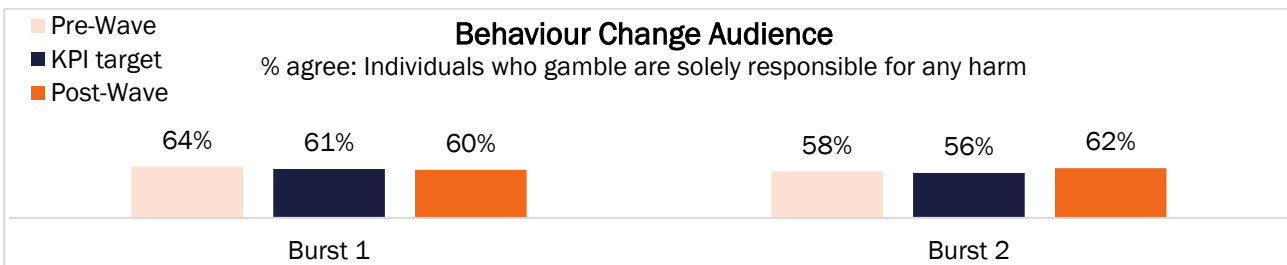
Graph 6. Graph showing perception shift achieved compared to KPI target

The ads also effectively delivered the required key messages such as:
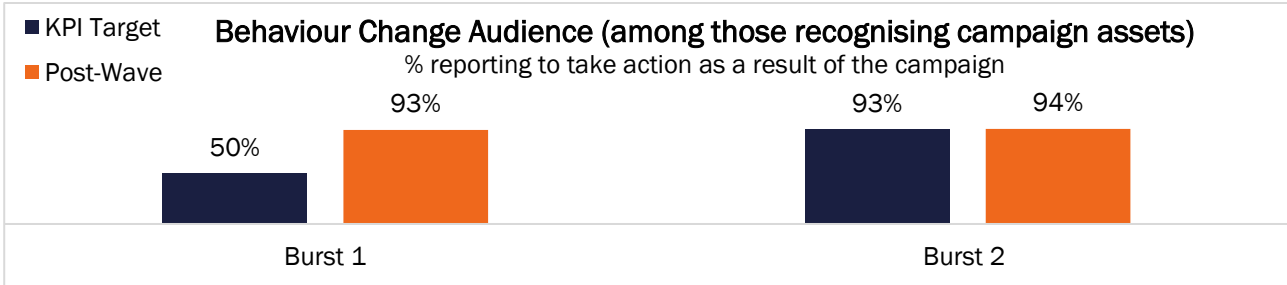- Visiting GambleAware for advice, tools or support (55%), which was 2% above target; visiting if you are worried about how you feel (38%) and for someone you know (36%).
- It is important to open up about how gambling makes you feel (35%).
- Gambling harms can affect anyone (32%).

Within the general population there were also positive campaign takeouts that indicate the campaign is reducing the stigma around those experiencing gambling harms. For example, three in five felt the ads increased their empathy towards those who experience harms from gambling (58%) 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 (94%, See Graph 7) reported taking action as a result of seeing it. This was aligned with the first campaign burst and continues to be an incredibly strong level of action-taking as a result of the campaign. The most commonly indicated actions included:
- Gambling behaviour: Such as taking steps to; reduce gambling (40%, a significant 10% increase compared to burst 1), stop gambling (36%, a significant 15% increase) and monitor gambling (31%).
- Opening up: Talking to someone about their gambling (27%, a significant 6% increase compared to burst 1) and talking to someone about my gambling (26%).
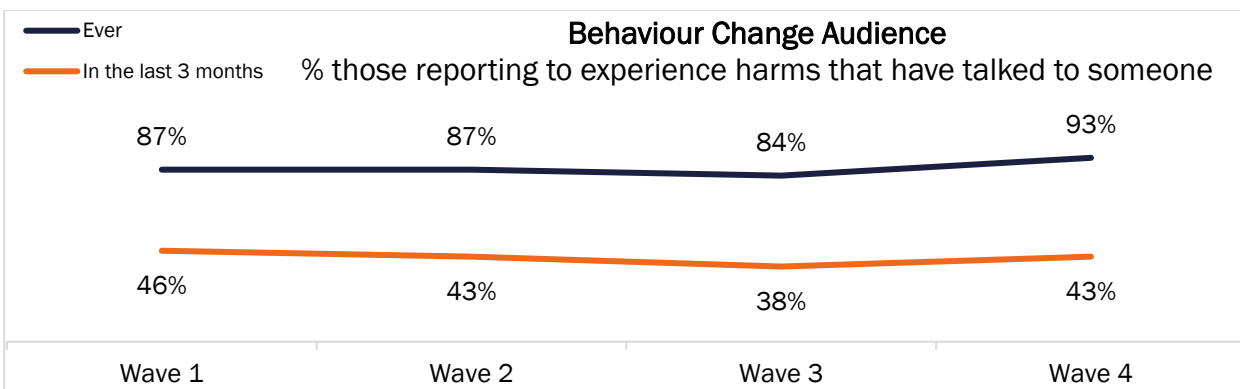
Behaviour Change Audience (among those recognising campaign assets)
% reporting to take action as a result of the campaign

- KPI Target
- Post-Wave

	Burst 1	Burst 2
KPI Target	50%	93%
Post-Wave	93%	94%

Graph 7. Graph showing reported action achieved compared to KPI target[14]

There are indications that the campaign has also led to action-taking amongst the Wider Campaign Audience (82% of recognisers claiming to take action) demonstrating the wider impact of the campaign being able to resonate with a larger group of those who gamble. There were significant changes between burst 1 and 2 in reported behaviours amongst campaign recognisers, in terms of taking steps to reduce gambling (33% from 25%) and talking to someone about their gambling (22% from 18%).

The campaign helped to drive those experiencing harms to talk to someone
There has been a significant increase in those experiencing harms from gambling talking to someone for both the BCA and the Wider Campaign Audience (See Graph 8). This significant increase was driven by those talking to someone in the last 3 months.

Behaviour Change Audience
% those reporting to experience harms that have talked to someone

- Ever
- In the last 3 months

	Wave 1	Wave 2	Wave 3	Wave 4
Ever	87%	87%	84%	93%
In the last 3 months	46%	43%	38%	43%

Graph 8. Graph showing % of those reporting experiencing gambling harms talking

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 (as measured by the recently validated *Gambling Perceived Stigma Scale and Gambling Experienced Stigma Scale*). For example, there were widespread agreement among the general population that most people think those experiencing gambling harms have no self-control (82%), are unreliable (77%) and think less of a person experiencing gambling harms (74%).

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[14] Note. The initial KPI for action-taking was produced based on previous experience within GambleAware behaviour change campaigns and what could be expected within general areas of behaviour change. When setting campaigns for the first burst it is challenging to estimate what the uptake might be, whilst the KPI for the second burst is more reflective based on past performance from the first burst

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 and requires a collective effort from all stakeholders.

3.8 Evaluation outtakes & outcomes – Wider impact measures

The campaign resulted in real-world action:

Various data sources have been integrated into the evaluation to triangulate findings, with analysis comparing the 96 day period before the campaign as a baseline (16th August to 20th November 2023) compared to the campaign (21st November 2023 to 25th February 2024).

The campaign was associated with an uplift in mentions and engagement with GambleAware on social media, suggesting the salience of the topic increased during the campaign period.

More detailed analysis can be found below:

- **Media monitoring[15]:** Mentions of terms relating to GambleAware (76k mentions, 37% increase) and stigma and gambling (418 mentions, 162% increase) increased compared to the baseline. This shows an increased level of conversations around the topic during the campaign period. There was not an increase seen for gambling harms overall (14k mentions, 20% decrease) due to the large amount of coverage around the suspension of Sandro Tonali during the baseline period[16].
- **Owned social media[17]:** There was a large increase of followers and engagements across social media channels, with 292 new followers on GambleAware channels (86% increase on baseline) and 478 on BeGambleAware channels (3% increase on baseline). There were also 743 interactions on GambleAware social platforms (264% increase on baseline) and 3,752 on BeGambleAware social platforms (6700% increase).

Overall the campaign period was positively associated with an uptake in support across a variety of data sources. Although this analysis is not causal (due to methodological constraints innate with any marketing research), the consistency of data suggests that the campaign has positively impacted the number of individuals seeking support through the GambleAware website, the National Gambling Helpline, and the National Gambling Support Network.

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[15] 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
[16] Newcastle's Sandro Tonali charged by FA over 50 alleged breaches of betting rules
https://www.theguardian.com/football/2024/mar/28/newcastle-sandro-tonali-charged-fa-over-50-alleged-breaches-of-betting-rules
[17] 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)

GambleAware

More detailed analysis can be found below:

- **Website (overall):** There were 228k users of the website during the campaign[18] (12% increase, See Graph 9), with 25k users of the self-assessment quiz (6% decrease from the baseline) and 1k users of the new spend calculator tool. 1 in 5 users of the self-assessment quiz opened the live chat to speak to someone from the National Gambling Helpline when receiving their results.
- **Website (GB only):** When filtering this data on GB there was a 16% increase in total users alongside higher engagement metrics (e.g., 8% increase in engagement rate, 12% increase in session duration). Similarly, there was a 12% uplift in completions of the self-assessment quiz with 70% of those completing taking action after completing the tool (e.g., contacting the National Gambling Helpline).
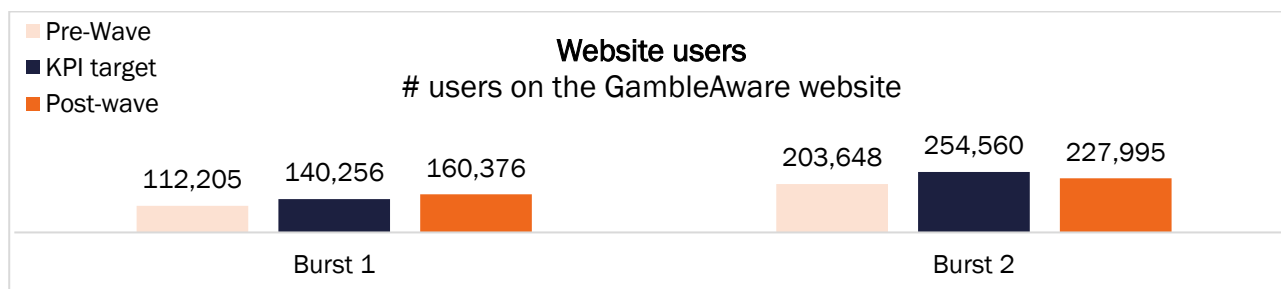
Graph 9. Graph showing website users compared to KPI target.[19]

- **National Gambling Helpline[20]:** There were 14.3k inbound target contacts to the National Gambling Helpline during the campaign period (a 9% increase on the period prior, the same increase as burst 1). There was also over 1k outbound target contacts from the Helpline during the campaign (a 15% increase on the period prior).
- **National Gambling Support Network[21]:**
  - Within Tier 2 (early inventions) there was a 89% increase in the number receiving support (174 to 328). Compared to the baseline period, there was also an uplift in referrals (841 to 969) and the number of 1st appointments (793 to 964).
  - Within Tier 3 (structured treatment) and Tier 4 (residential rehabilitation) there was a 10% increase in the average number receiving support (1519 to 1671). Compared to the baseline period, there was a slight uplift in referrals (1,763 to 1,814) and the number of 1st appointments (1,657 to 1,741).

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[18] Data comparisons for 96 days before the campaign as a baseline (16th August to 20th November 2023) compared to the same period of time during the campaign (21st November 2023 to 25th February 2024)

[19] Note, likely to be underestimate due to cookie tracking limitations (current data suggests around 20-25% of all visitors accept cookie tracking). Overall numbers of visits not comparable between burst 1 and burst 2 (due to different campaign length)

[20] Analysis conducted using daily inbound and outbound helpline data from GamCare. Target contacts 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

[21] Analysis conducted using daily Tier 2, 3 and 4 data from the Data Reporting Framework (helpline data not included). For further information around the different tiers of support, please refer to the latest Annual Statistics from the National Gambling Treatment Service (Great Britain) https://www.gambleaware.org/sites/default/files/2023-12/ENGLISH%20GA_Annual%20STATS%202022-23%20Report_FINAL.pdf

4. Conclusions

4.1 Key learnings
Overall, the campaign continued to build on the first burst and showed a number of strong results, including:
- A high level of reach and recognition.
- Clear messaging which continued to convey key narratives (e.g., importance of opening up about gambling harms, gambling harms can affect anyone) and resonate with the target audience.
- An increased level of claimed action to reduce gambling harms, such as a reduction in gambling activity (e.g., reducing and stopping gambling).
- A high level of real-world action showing the campaign is encouraging individuals to open up about gambling (e.g., increased reports of conversations, increased traffic to National Gambling Helpline) and seek support (e.g., increased visits to the GambleAware website and the National Gambling Support Network.

This provides further evidence in support of GambleAware's previous research showing the need to shift perceptions away from the idea that gambling is a 'harmless bit of fun' towards the idea that 'gambling can lead to harm among anyone'. This type of messaging shifts both societal perceptions and encourages behaviour change by giving people a reason to self-appraise.[22] This mirrors wider research suggesting harms-based messaging has more of an impact on people's gambling-related beliefs and intentions[23] alongside a general need to move away from messages that only focus on self appraisal / promote the concept of "responsible gambling".[24]

Recent academic research, conducted independently from GambleAware, has also shown the impact of the stigma reduction campaign[25]. Specifically, the stigma reduction campaign was found to be the only harm reduction advert studied to yield significant decreases in gambling urges. The authors suggested the involvement of experts-by-experience in the co-creation and execution of the campaign was an important contributor to its effectiveness. This supports previous research from GambleAware showing how important it is to centre the lived experience of those with gambling harms to reduce stigma[26].

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[22] Executive summary: Improving safer gambling messaging on operator advertising
https://www.gambleaware.org/sites/default/files/2024-05/GambleAware%20-%20Improving%20safer%20gambling%20messaging%20on%20operator%20adverts%20-%20Executive%20summary_1.pdf
[23] An experimental study to examine whether and how Flemish and Dutch harm prevention messages on gambling advertising affect consumers' gambling-related beliefs and intentions.
https://psycnet.apa.org/record/2024-05854-002?doi=1
[24] Editorial: Gambling, stigma, suicidality, and the internalization of the 'responsible gambling' mantra
https://www.frontiersin.org/journals/psychiatry/articles/10.3389/fpsyt.2023.1214531/full
[25] Not always as advertised: Different effects from viewing safer gambling (harm prevention) adverts on gambling urges
https://www.sciencedirect.com/science/article/pii/S0306460324002107
[26] Stigma Programme Best Practice Scoping Review
https://www.gambleaware.org/sites/default/files/2023-09/Stigma%20Programme%20Best%20Practice%20Scoping%20Review_0.pdf

Due to the numerous positive measures cited above, future bursts of the campaign will look to optimise the current strategy rather than reinvent. The key considerations from the holistic evaluation for the next burst of the campaign were as follows:

- **There continues to be challenges with tackling stigma at a societal level:** It is not surprising that wider measures around stigma have not shifted significantly after a year of activity, but it does demonstrate the importance of having a dual focus on challenging societal perceptions more widely whilst concurrently encouraging behaviour change among those experiencing problems. It also reiterates the importance of trying to change the wider environment; which GambleAware has attempted with an updated *language guidance*, *guidelines for safer gambling messaging* on gambling adverts, and calling for marketing restrictions and *mandatory health warnings on gambling adverts*.

- **Messaging could be more direct to further reduce stigma:** To further reduce stigma through messaging, there may need to be more of an explicit ask of individuals who do not gamble (or gamble but do not experience problems) to consider their own role in reducing stigma. It could also help to provide more explicit reference to the wider societal environment people gamble in (e.g., product design, marketing exposure) to reduce the responsibility placed on the individual. This would build on existing assets that refer to the feeling that individuals feel they can't escape gambling advertising.

- **Story led content is helping to land key messages:** As seen last burst, producing story-led content to complement other parts of the campaign package (e.g., polling data) helped increase engagement. Social media followers were particularly engaged when those with lived experience were talking about their experiences, but were also interested from hearing from providers within the National Gambling Support Network which gave more detail on what support looks like.

- **Anonymised stories produce challenges:** Due to the stigma around gambling harms some individuals wish to remain anonymous when telling their stories. This produces challenges with media outlets who are less likely to use the stories and conceptually may contribute to stigma (i.e., suggesting individuals should stay anonymous rather than open up). As such, it is important to ensure those with lived experience are fully briefed and comfortable sharing their stories among a wide audience.

- **It is important to be reactive when large stories break, but avoid sensationalist headlines:** Several high-profile instances of sportspeople experiencing gambling harms led to spikes of key terms. It is therefore important to engage with sports journalists to ensure they are covering these stories sensitively to avoid exacerbating stigma, and ensuring there is adequate signposting to support. Some journalists mentioned pressure to generate clicks / traffic to their outlet with shorter and more stigmatising language (e.g., addict) or focusing on large financial losses as a hook. As this framing can increase stigma, GambleAware did not allow some outlets to cover the story.

- **Bespoke community activations continue to be a priority:** The first two bursts of the campaign focused on those from specific Minority Ethnic backgrounds due to the disproportionate harm they experience. The evaluation showed the main adverts performed similarly to bespoke community assets on some metrics (e.g., relevance) but were outperformed on other metrics (e.g., stood out, showed importance of opening up, challenged attitudes). There are various considerations to balance when targeting specific communities (e.g., size of audience, level of need, targeting information, channel availability) making it challenging to decide which groups are prioritised.
- **There could be more cost-effective moments in time to run the campaign:** Although the Christmas period is a time where harms can increase (e.g., inability to afford presents, family conflict), the cost of media during this time is higher. In contrast, media in January is usually cheaper and also a time of wider reflection and behaviour change (e.g., New Years Resolutions, Dry January). This time of year may reflect a more efficient time for the campaign to be live, especially by overlapping key sporting events.
- **Campaign consistency is key to build the brand:** The consistency of branding within the campaign (e.g., logo, look and feel, tone of voice, end frame, call to action) has been associated with improvements for the GambleAware brand (e.g., brand recognition, perceptions, likelihood to reach out). Recent research[27] has shown the role of GambleAware is unclear on operator-led gambling. As such, it is crucial to get across the wider offer of advice, tools and support when signposting to GambleAware. The lack of action by operators to implement GambleAware's _Safer Gambling Messaging and Signposting Guidelines_ is furthering this confusion, and reducing the likelihood of people reaching out for support.

4.2 Next steps

This evaluation marks the end of the second burst of activity aiming to reduce stigma around gambling harms. Any future bursts of the campaign continuing to be optimised based on the findings from the holistic evaluation and the wider evidence base. It remains crucial that those working to reduce gambling harms through communications and marketing continue to publish evaluations so others can learn from successes and/or failures.

Alongside the need for campaigns to be produced independently of the gambling industry in the future statutory-funded system, it is crucial that the UK Government do more to reduce harm from wider gambling marketing. Specifically, there should be wider restrictions across marketing, alongside mandatory evidence-led health warnings with effective signposting to support. Further detail can be found on our report "_Gambling marketing in Great Britain: What needs to change and why?_"

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[27] Improving safer gambling messaging on operator advertising –full report
https://www.gambleaware.org/sites/default/files/2024-05/GambleAware%20-%20Improving%20safer%20gambling%20messaging%20on%20operator%20advertising%20%E2%80%93%20Full%20report_0.pdf

5. Appendix

5.1 Media KPIs

Picture of GambleAware media KPIs compared to delivery (produced by MGOMD prior to media launch which utilises data from other public-sector campaigns to set KPIs). Total reach an frequency targets for all adults 18+ in GB was 91% reach and a frequency of 6, whilst for 18-34 C1C2DE was a reach of 95% and frequency of 8.

Gamble Aware – Stigma 2 23-24	Nov 23 – Mar 24	BUDGET: £2.95M	REGION: All GB (Excl. NI)	CAMPAIGN TACTIC: Behaviour - Stop			
Target Audiences BESPOKE / OTHER / ALL ADULTS	**Media KPIs**		
	Metrics	**Planned**	**Delivered**
	Media Mix		
TV	TVRs / Reach / Frequency	102 / 34.64% / 3.6	140 / 39.8% / 3.5
CTV	Impressions	1,301,479	1,965,355
OOHTV	Impressions	4,669,358	6,611,290
C4Social	Impressions	1,296,973	1,427,702
VOD	Impressions	3,992,778	4,644,436
Radio	GRPs / Reach / Frequency	147 / 43.28% / 3.4	371 / 51.50% / 7.2
Dig. Audio	Impressions	8,381,828	9,130,386
OOH	Impacts / Reach / Frequency	26.12 - 18.02: 18m / 4m / 4	22.3m / 5m / 5
		06.03 - 10.03: 242k / 99k / 2.1	363k / 148.5k / 3.2
Print	Reach / Frequency	21.8% / 4.4	23.5% / 5.3
Prog. Display	CVR	7.94%	6.24%
Prog. Video	CVR	9.25%	9.29%
Direct Video	VTR	85%	93%
Social	Reassure: Impressions / Views / VTR	32,721,043 / 1,883,548 / 5.76%	56,445,961 / 3,197,513 / 5.66%
	Enable: Clicks / CTR	227,882 / 0.70%	549,088 / 1.15%