Women's prevention campaign evaluation

Key highlights report

September to October 2022 Burst

1. Campaign overview

1.1 Campaign introduction

GambleAware's women's prevention campaign aims to reach women at risk of experiencing gambling harms (PGSI 1-7), encourage them to look out for the early warning signs of harmful gambling (e.g., losing track of time and money whilst gambling), and signpost to the BeGambleAware.org website for free advice and support. The campaign was live from **15 September to 31 October 2022**, with a media budget of around £1.5 million.

1.2 Campaign context

An overview of the key evidence that led to the campaign has previously been published (*Background to women's gambling harms prevention*). This second burst of the campaign was refined in light of the holistic evaluation of the first burst (*Women's prevention campaign evaluation*) alongside updated findings from our Women's Research Programme, run by a consortium comprising IFF Research, University of Bristol, and the GamCare Women's Programme.

The most recent publications and outputs from this research programme include:
- A rapid evidence assessment (*Women's experiences of gambling and gambling harm: A Rapid Evidence Assessment*)
- An overview of the first phase (*Building Knowledge of Women's Lived Experience of Gambling and Gambling Harms across Great Britain: Phase 1)*
- An overview of the second phase (*Building Knowledge of Women's Lived Experience of Gambling and Gambling Harms across Great Britain: Phase 2*)
- Two animations (*Women's experiences with gambling in Great Britain - research findings* and *Women's experiences with gambling treatment or support - research findings*)

This wave of the women's campaign launched in the midst of several key news events including the passing and funeral of Queen Elizabeth II, political uncertainty, and ongoing conflict in Ukraine. There was also significant news coverage around the growing cost-of-living crisis. We know that gambling harms are more likely to affect the most vulnerable communities in society those living in the most deprived neighbourhoods are over three times as likely to be categorised as gambling problematically,[1] compared to those in the least deprived neighbourhoods (5.3% vs 1.6%)[2].

GambleAware, in collaboration with Freuds+, commissioned Opinium to conduct some polling research to explore this issue further. The results of this study (*Opinium Women's Prevention Campaign*) revealed one in four (24%) of women aged 18-49 who gamble expect to increase their gambling in the coming months due to the cost-of-living crisis. One in ten women who gamble (12%) have already reported they turned to gambling to try and supplement household income and one in five (21%) have experienced health challenges such as stress and anxiety.

The survey also revealed how stigma and shame around gambling may prevent women who are worried about their gambling from seeking out support. Among women who gamble:

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[1] Defined as a having a PGSI score of 8 or above.
[2] Internal analysis using the combined 2020 and 2021 treatment and support survey data.

- one in three (32%) said they would be reluctant to speak to a family member about concerns over their gambling
- nearly half (49%) of these women stating shame as a key barrier
- nearly two thirds (63%) felt women's gambling is seen as 'less acceptable' than men
- one in five (19%) were already hiding or downplaying their gambling.

1.3 Campaign optimisations

The campaign continues to be shaped by new insights from the women's programme of research, holistic evaluation sessions from previous campaigns, and the wider cultural context in which the campaigns sit. After some promising metrics after the first burst of the campaign[3], the second burst took an "evolution not revolution" approach with several optimisations outlined below:

- **Focus on conversations:** A specific asset was produced across digital to encourage conversations for people concerned about gambling. This was accompanied by a push towards conversations through partnerships and consumer engagement activities (e.g., a podcast which talks about difficult conversations), alongside some updated content on the website about how best to start a conversation. Conversations were also thought to appeal more strongly to those negatively affected by someone else's gambling as it shows the potential role others can play. This was a key recommendation from the evaluation of the first burst, and it was also supported by the below findings from Women's Research Programme:
  - o Women who have a non-judgemental outlet to open up with about their gambling habits, and any harms thereof, are more self-aware of their behaviours.
  - o The shame of gambling and not wanting to burden loved ones could prevent women from talking to trusted friends or family, and appear to partly underpin women's denial that their own gambling is harmful, as their feelings of shame around gambling further motivated them to deny and downplay any problems.
- **Focus on financial harms:** A new asset was produced which focused on the financial harms from gambling. This decision was informed by the "money limits" creative performing well in the first burst, and findings from the Women's Research Programme:
  - o In particular, some women spoke of regret about the other potential ways that they could have spent money that they had lost through gambling, and some considered this to have resulted in negative impacts on their quality of life, through the absence of other things (mainly experiences) that could have brought them joy, or peace of mind.
- **Media strategy:** A new audio advert was produced to extend the reach of the campaign amongst our target audience. This was underpinned by some bespoke analysis using YouGov profiler showing that radio was also a strong channel to engage our target audience.
- **Partnerships strategy:** The first burst did not utilise a partnerships strategy but it was introduced in the second burst. This allowed us to undertake partner outreach and engagement to build a network of like-minded organisations that could spread the message to the target audience, via a trusted voice.
- **Audience shift:** Our media buying strategy was adapted based on the evaluation of burst 1, and some internal insights from the 2021/2022 treatment and support survey data, for example:
  - o 18-49 C1C2DE (rather than 25-55 C2DE) were found to be a more representative and higher volume in-need audience. As such, some channels (e.g. radio) were based on this group whilst some of the digital media was focused specifically among the younger audience of 18-25.

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[3] Women's prevention campaign evaluation key highlights report
https://www.begambleaware.org/sites/default/files/2022-05/Women%27s%20prevention%20campaign%20burst%201%20-%20Evaluation%20V1.pptx__0.pdf

o   Gambling harms are more prevalent among some ethnic minority backgrounds, so our media agency partnered with The Ozone Project to reach these groups.

1.4 Campaign execution

GambleAware partnered with M&C Saatchi (creative), Freuds (consumer engagement), 23Red (partnerships), Flipside (digital estate), and Goodstuff (media planning/buying) for the second burst of activity. The audience priority was **women with a PGSI score of 1-7 aged 18-49 who gamble online**. The campaign had a total media budget of just under £1.5 million and ran on TV/VOD; Digital media; Radio; Partnerships; and public relations. Despite this sizable budget, this represents a low relative 'share of voice' (c. 1-3%) compared to the level of spend by the gambling industry.

The 'hero' creative asset (_Women's Gambling Harms Prevention Campaign_) brought to life the warning signs that your gambling might be becoming harmful, including losing track of time/money/the world/around you while gambling, or keeping your gambling a secret from others. The advertising features a woman who is gambling on her phone and is so engrossed that she fails to notice the extraordinary things happening to her family members in their living room. Other executions contained messages emphasising the importance of setting time and money limits, how losses can add up quickly, and how having a conversation can help keep gambling under control.

The campaign was supported by a bespoke PR film discussing the stigma around women who gamble and how to engage in conversation around gambling (_Women's Prevention Campaign_). GambleAware also partnered with a popular podcast, _Should I Delete That?_, for a bespoke episode focusing on the importance of breaking down stigma, the unique challenges women who experience gambling harms may face, and what we all can do to have better conversations about this topic (_Women gamble too — and we need to talk about it_). There was also a digital refresh with an updated campaign landing page (_Losing track of the world around you when you gamble?_), alongside a new partnership engagement plan (e.g., a partnership with MoneyHelper Why gambling isn't the answer to the cost of living crisis).

2. Campaign evaluation

2.1 Evaluation approach

Ipsos UK conducted campaign monitoring to feed into an independent holistic evaluation of activity. This approach has campaign monitoring at its core but also triangulates findings using data from the agencies executing the campaign, and other third-party data GambleAware has access to. This provides a broader view of how the campaign performed, and brings all agencies together to understand how the campaign can be improved going forward. Each wave of the Ipsos UK monitoring comprises 2600 interviews through an online survey. The survey collects responses from a nationally representative general population sample of 2000 adults aged 18+ living in the UK and a boosted "campaign target audience" sample of 600 women aged 18-54 who gamble online. Data are weighted (by age, gender, work status and region) back to the known population profile of the UK.

Fieldwork for the latest post-wave (i.e., after the majority of the campaign activity for burst 2) was conducted between 25 October and 2 November 2022. Results were compared against the baseline survey (i.e., wave 1), and the post-wave survey for burst 1 to see changes over time. Below shows an overview of the survey waves compared to media bursts.

2022	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Media burst	Burst 1: 31st Jan – 3rd Apr								Burst 2: 15th Sep – 31st Oct			
Survey wave	W1: 22nd – 31st Jan		W2: 17th – 28th Mar							W3: 25th Oct – 2nd Nov		

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

1. **Campaign target audience:** Women aged 18-54 who have gambled online within the past four weeks[4]
2. **Behaviour change audience:** Women aged 18-54 who have gambled online and played fast-paced games (e.g., instant win fruit machines, slot machines, online games, online scratchcards) or bingo within the past four weeks and who have a PGSI score of 1+
3. **Affected others:** Men and women aged 18+ that are negatively affected by someone else's gambling
4. **General population:** Men and women aged 18+

2.2 Evaluation highlights

Data from the agencies supporting the campaign demonstrated the campaign's significant reach:

- **Paid media:** The main creative assets were viewed/heard millions of times across paid media, with audio delivering 43.4m impacts, digital 34.5m impressions and TV/VOD 16.2m impressions. As a result, the estimated reach was 80% of our target audience, with a frequency of 9.
- **Consumer engagement (PR):** The campaign received widespread interest within mainstream media, securing over 590 pieces of coverage with an estimated 870m impressions across broadcast, national print and online, consumer, regional, marketing trade, and gambling trade. This included coverage in outlets such as BBC Women's Hour, Sky News, The Times, The Independent and The Daily Mail. The bespoke podcast has already been listened to over ten thousand times, with this number expected to continue grow over the coming months. Social media content surrounding the podcast also resulted in more than a hundred thousand views and over a thousand likes.
- **Partnerships:** 14 partners were secured for the campaign, including large employers (e.g., Royal Mail), housing associations, charities, educations (e.g., 300 Vice-Chancellors of Universities), local authorities and health outlets (e.g., with over 3000 GP surgeries reaching a potential 14.6m patients).
- **Evaluation:** The campaign monitoring, led by Ipsos UK, also demonstrated the ability of the campaign to cut through and be recognised among the campaign audience:
  - o **Unprompted recognition:** The proportion reporting to have seen ads related to staying in control of gambling increased (from 29% at the baseline to 36% at the latest post-wave) over the campaign period, demonstrating this topic was more top of mind after the campaign.
  - o **Prompted (i.e., shown assets) recognition:** Almost three in five (57%) recognised at least one element of the campaign, a slight increase on burst 1 (54%) despite inflation issues with paid media. Recognition of the video ad remained highest (48%), with digital (39%) and radio (31%) also strong.
    - ▪ Recognition was again higher amongst the behaviour change audience (67%), whilst there was a substantial increase in recognition among affected others (55% to 64%) and the general population (36% to 45%) compared to burst 1, showing the campaign built on residual awareness.

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[4]Base sizes and rough proportion within general population sample. Figures are based on Ipsos panel and may be different to population estimates (such as those from YouGov) due to panel differences, weighting differences, and different age bands (YouGov is 18+ whilst Ipsos is 18-65)
Campaign target audience: Base sizes: n=925 baseline (W1), n=885 post wave (W2), n=935 post wave (W3) c.15% of general population sample
Behaviour change audience: Base sizes: n=330 baseline (W1), n=316 post wave (W2), n=300 post wave (W3) c.5% of general population sample.
Affected others: Base sizes: n=204 baseline (W1), n=197 post wave (W2), n=194 post wave (W3) c.10% of general population sample
General population: Base sizes: n=2000 baseline (W1), n=2000 post wave (W2), n=2000 post wave (W3) c.100% of general population sample

Alongside these high levels of 'cut through', the holistic evaluation showed some other positive signs and shed some interesting insights. Most of the results below are focused on the "campaign target audience" (i.e., Women aged 18-54 who have gambled online within the past four weeks) with third-party data (e.g., website data, owned social media data, media monitoring) also used to triangulate findings and provide a more "complete" view of campaign performance versus the first campaign:

- **The tweaks to the creative improved metrics:**
  - There was a higher level of agreement of the ads being memorable (65% to 69%), being something they would share with friends/family members (53% to 60%), and telling them something new (53% to 58%).
  - There were also improvements in feeling ads increased knowledge that you can go to the BeGambleAware website to help yourself/others if needed (55% to 60%), and understanding it can be easy to lose track when gambling (53% to 57%).
- **Key messages within the ads continued to resonate strongly**, with high levels of agreement for ads showing**:**
  - where to go for advice and support to stay in control of gambling (78%)
  - the risk of losing track of time/money when gambling online (75%)
  - the benefits of advice and support to keep in control of gambling (70%)
  - ways in which you can keep in control of gambling (69%)
- **Campaign recognition resulted in reported behaviour change.** Amongst those who recognised the campaign, around half (49%) reported taking action as a result (stable with burst 1), demonstrating the continued strength of the campaign in encouraging behaviour change.
  - This was again higher among the behaviour change audience (76%)
- **The campaign is helping to drive wider changes.** Several metrics improved from the baseline:
  - Identifying "losing track of time/money while gambling" increased as a sign of losing control (72% to 76%).
  - Feeling sympathetic towards those who struggle to stay in control of their gambling increased (61% to 67%).
  - Although there was no change among the campaign audience, there was a reduction among the behaviour change audience in "never wanting nor using advice and/or support (46% to 39%).
  - Organic searches of BeGambleAware and GambleAware increased during campaign months compared to the period prior, showing the ads motivated people to search for more information.
  - The campaign successfully drove traffic to the BeGambleAware website showing the large demand for advice, tools and support among women who gamble:
    - Overall, there were 933k pageviews on the website over the women's campaign period, 128k of which went onto the refreshed women's campaign landing page.
    - Although user demographics are limited by cookie-consent, there were 65k female users (a 14% increase on 53k seen in equivalent period prior to launch).
- **The conversation asset was a useful addition to the campaign:**
  - The new conversation asset had the highest click-through rate (0.79%) of the four digital ads on Meta, showing the audiences high engagement with this topic.
  - More of the campaign audience reported having a conversation with someone about spending too much time or money gambling in the last 6 months (20% to 23%), which was even higher among the behaviour change audience (35% to 44%)
    - Among those that had a conversation, two in five (37%) felt it went better than expected (with 46% neutral), showing conversations are often a productive first step

- Insights also showed that reasons related to stigma (e.g., shame, guilt, feeling uncomfortable) were the most common barriers to talking to someone about concerns around gambling