




Show some
BETIQUETTE



A campaign targeting young male at-risk sports bettors

Show some
BETIQUETTE

The logo for the "Betiquette" campaign, which consists of a thick horizontal black line. In the center of this line is a circular icon containing a white hand giving a thumbs-up gesture.

Natalie Wright
Director, Office of Responsible Gambling, NSW

ISSUE:

Sports betting is growing exponentially, is heavily marketed and successfully targets young adult males. Associated gambling problems are increasing.

An advertising campaign to target the normalisation of sports betting aims to minimise the harms resulting from this activity.

OBJECTIVE:

Influence young men to gamble responsibly when betting on sports.

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

Industry landscape



TARGET AUDIENCE:

Young adult males, aged 18–35, considered ‘at-risk’ of transitioning from recreational gambling to problem gambling.

Note: The ‘at-risk’ audience includes individuals with low and moderate-risk profiles, scored using the Problem Gambling Severity Index (PGSI).

AUDIENCE INSIGHTS:

- ▲ 90% of online sports bettors are male, with an average age of 31
- ▲ 30% of NSW males participate in sports betting frequently
- ▲ 46% of frequent and 34% of infrequent NSW bettors spent the most money on sports betting over the past 12 months, compared to eight other gambling categories
- ▲ 84% of frequent NSW bettors place bets using their mobile phone
- ▲ Peer group pressure to bet in order to fit in with friends is a significant risk factor; 71% of frequent NSW bettors placed bets when with close friends
- ▲ Sports betting is intricately linked to their enjoyment of sport, and is highly normalised.

Behavioural motivators

The target audience are most motivated by the following factors when gambling on sports:

- ✦ Bonding/ mateship/ peer pressure
- ✦ Demonstrating skill/ self-esteem
- ✦ Intensifying sport excitement
- ✦ Familial traditions
- ✦ Instinctive/ impulse
- ✦ Killing time/ boredom
- ✦ Entertainment/ pleasure



Media preferences

15hrs

Spent watching TV per week, with 35% of those hours falling on the weekend.

24hrs

Spent online per week

97%

Have a Facebook account and 47% have an Instagram account.

Like to surf the net whilst watching TV.

Heavy consumers of outdoor media.

Really enjoy going online to chat.

54%

Went to a pub/hotel in the last 3 months.

63%

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

73%

Watch sport on TV (NRL, v8 Supercars and Soccer).



89%

Accessed YouTube in the last 4 weeks, 23% used Snapchat & 15% used Reddit.

Need a mobile phone to access the internet

53%

Own a video game console.

Campaign strategy

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



Moments of influence

PRE-GAME

Timing:
Tues – Wed

AUDIENCE BEHAVIOUR

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

OPPORTUNITY

To illustrate examples of responsible gambling in researching moments.

DURING GAME

Timing:
Thurs PM – Sun PM

AUDIENCE BEHAVIOUR

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

OPPORTUNITY

To mitigate the pro-gambling conversation led by advertisers.

POST-GAME

Timing:
Sun PM – Mon

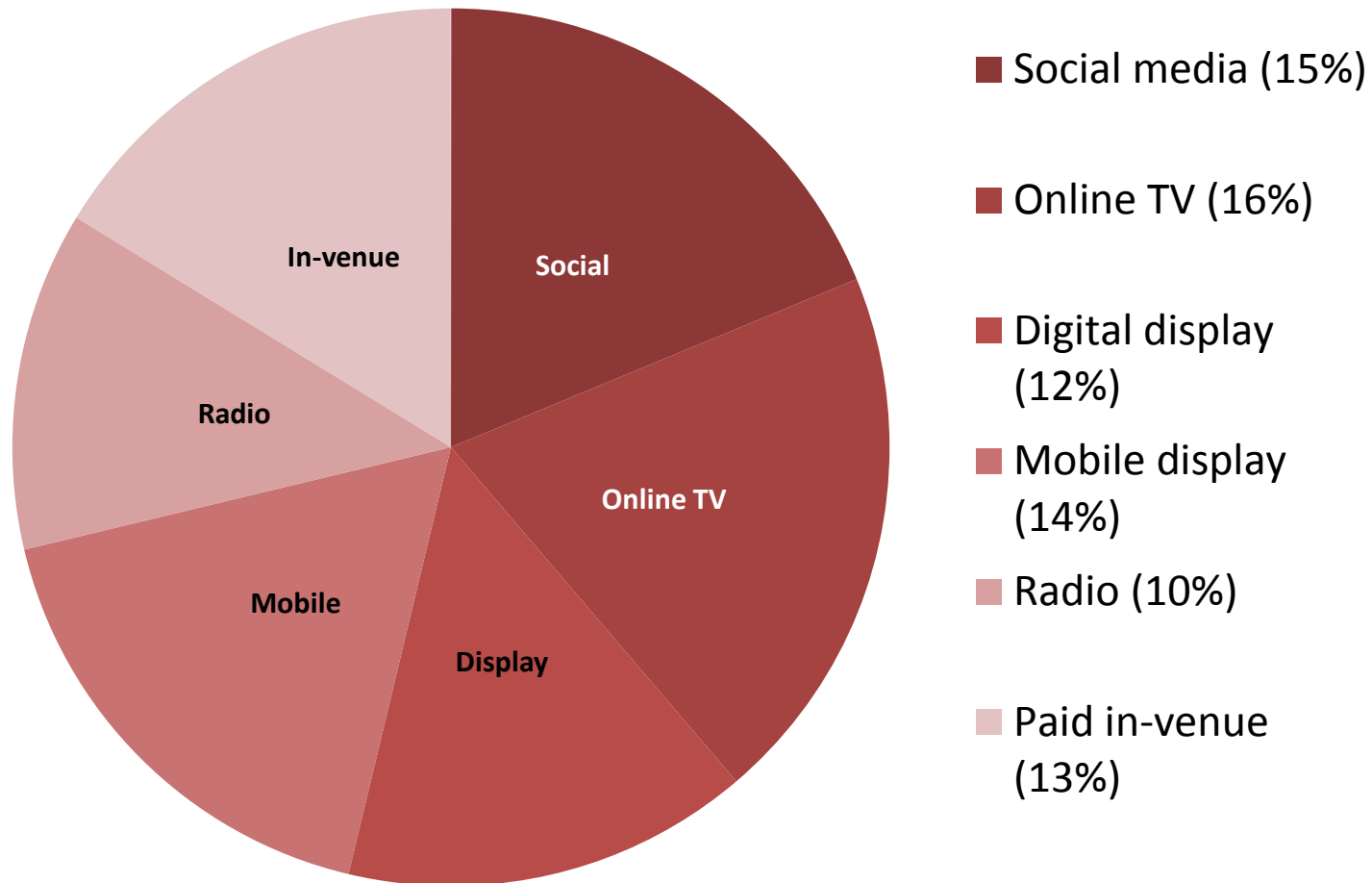
AUDIENCE BEHAVIOUR

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

OPPORTUNITY

To illustrate examples of responsible gambling in researching moments.

Campaign mix and media strategy



Disrupted TV betting ads with TV sync technology

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



Digital



Online video



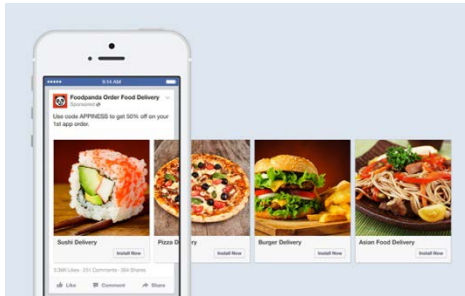
Catch up TV



Display



Social



Carousel/canvas



Link/video ads



Snap ads

Radio

Activity within the Grill Team and Dead Set Legends providing additional reach and frequency across key dayparts, Breakfast and Drive. Heavy sport content so high relevancy of the message.

Strong presence across both the NRL & AFL broadcasts.

Communicating the message to consumers from the pre-match show through to the end of the match.

TRIPLE **MMM**



THIS SEASON IS GOING TO BE MMMASSIVE!

Creative proposition

WE INVITE THE PUNTERS OF NSW TO...

Show some

BETIQUETTE



ETIQUETTE:

the rules and customary code of polite behaviour in society or among members of a particular profession or group.

BETTING:

the action of gambling money on the outcome of a race, game, or other unpredictable event.

BETIQUETTE

rules, values and proper code a punter follows when gambling money on the outcome of a race, game, or other unpredictable event.

Key messages

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

Primary message:

Show some Betiquette

Secondary message (strapline):

The man with Betiquette controls the bet.
The bet never controls the man with Betiquette.

	Targeted responsible gambling behaviour	Campaign message
1	Knowing when to stop gambling	Good Betiquette: Not betting on badminton to recoup your losses
2	Not being antisocial when gambling	Good Betiquette: Paying attention to your date, not the bonus bet alert
3	Not gambling under the influence of alcohol	Good Betiquette: Not waking up hungover next to some random betting slips
4	Gambling within financial means	Good Betiquette: Not dipping into the 'Cruzin Croatia' account
5	Not submitting to peer pressure	Good Betiquette: Not being intimidated by the size of your mate's bet
6	Not gambling for necessities	Good Betiquette: Never bets to pay his debts
7	Planning bets	Good Betiquette: Knows when a bet is too good to be true

Campaign creative - video

<https://www.youtube.com/watch?v=pVt94kSI74M&list=PLIxOaF8FyB0plv-k1IOvdx8elqf0mNQfg>

In-venue posters



Responsible behaviour:

Not submitting to peer pressure



Responsible behaviour:

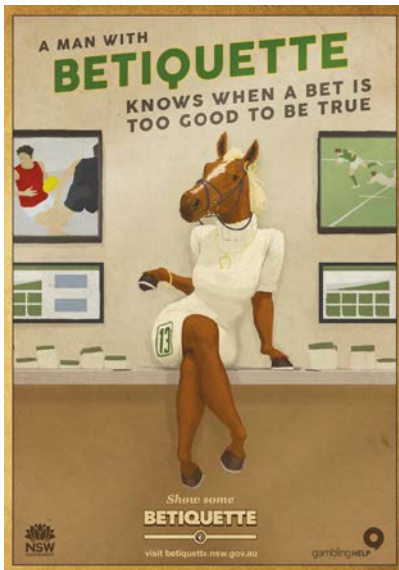
Not being antisocial when gambling



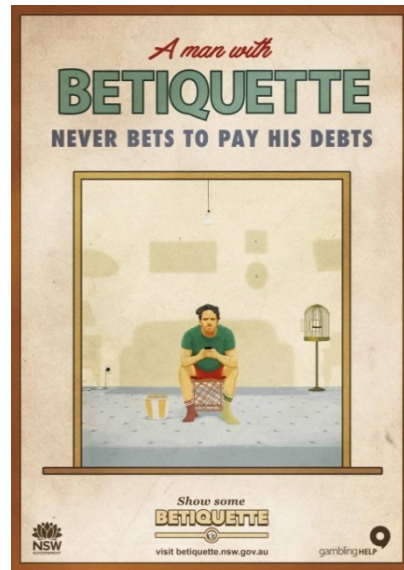
Responsible behaviour:

Not gambling under the influence of alcohol

In venue posters



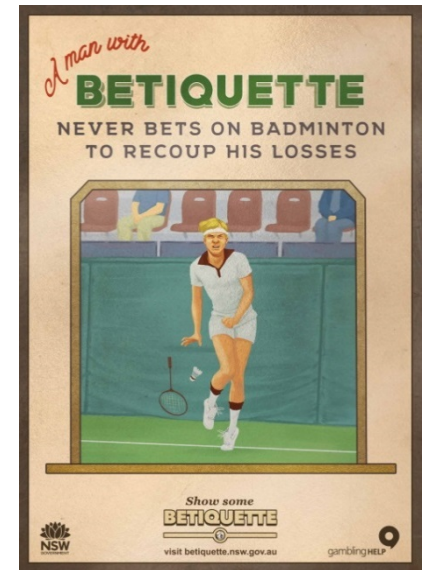
**Responsible
behaviour:**
Planning bets



**Responsible
behaviour:**
Not gambling for
necessities



**Responsible
behaviour:**
Gambling within
financial means



**Responsible
behaviour:**
Knowing when
to stop gambling

Social and video



Campaign website



Campaign timing

Campaign launch: **8 September 2017** (start of NRL Finals season)
Campaign end: **18 November 2018** (end of Spring Racing Carnival)

8–24 September: NRL & AFL Finals

30 September: AFL Grand Final

1 October: NRL Grand Final

14 October: The Everest (Randwick race meeting)

23–29 October: Responsible Gambling Awareness Week

28 October: Cox Plate (Moonee Valley race meeting)

4 November: Derby Day (Flemington & Rosehill race meetings)

7 November: Melbourne Cup (Flemington race meeting)

Campaign results – exposure and perception

- Radio and social media ads most effective
- Catch up TV ads best performing media placement, followed by social media video placements
- 20% of young at-risk sports bettors recalled exposure to the campaign.
- One fifth (21%) of the target audience exposed considered the campaign advertising highly relevant to themselves
- Just over one third (37%) considered the campaign advertising highly appealing
- Around one quarter (24%) reported a high likelihood of engaging with the campaign advertisements upon future exposure

Campaign results – message take out

- 72% of those who reported exposure to the Betiquette campaign recalled at least one campaign message, upon prompting.
 - Bet within your financial means (40%)
 - Plan your betting beforehand (32%)
 - Be in control of your betting (31%)
 - Stick to your betting limits (26%)
 - Know when to stop betting (24%)

Campaign results – intention to change behaviour

- 69% of the target audience reported having taken some action as a result of exposure
- 67% said they would avoid betting to earn money for necessities
- At least half reported a high likelihood of implementing a strategy due to exposure.