

Minutes of the Safer Gambling Campaign Board

DATE	Thursday June 13th 2019
TIME	2.00pm to 4.00pm
VENUE	M&C Saatchi, 36 Golden Square, W1F 9EE

PRESENT	INITIALS	NOTES
Board members		
Professor Sian Griffiths	SG	Chair and GambleAware Trustee
Marc Etches	MWE	GambleAware
Sheila Mitchell	SM	Public Health England
Rachel Redwood	RR	DCMS
Professor Marcantonio Spada	MS	Academic
Theresa Owen	TO	Betsi Cadwaladr University Health Board
Observers		
Gillian Wilmott	GW	Senet Group
Justyn Larcombe	JL	Board Advisor
Sue Eustace	SE	Advertising Association
Dan Waugh (p/t)	DW	Industry consultant
IN ATTENDANCE		
Jane Rigbye	JR	GambleAware Director of Education
Zoe Osmond	ZO	GambleAware Campaign Advisor
Chris Baker	CB	GambleAware Consultant
Helen Owen	HO	GambleAware Consultant
Giles Hedger	GH	M&C Saatchi
James May	JM	M&C Saatchi
Sophie Lean	SL	M&C Saatchi
Charles Napier	CN	Atlas Communications
Richard Barker	RB	M&C Sports & Entertainment
Steven Ginnis (p/t)	SG	Ipsos Mori
Helen Owen	HO	Pasque Consulting
Rob Donnellan	RD	Goodstuff Media
APOLOGIES		
Max Beverton	MB	Sky Broadcasting
Tim Livesley	TLi	Responsible Gambling Strategy Board Secretariat

Stephen Woodford	SW	Advertising Association
Professor Anthony Moss	AW	LBSU

1. Welcome, apologies, and declarations of interest

SG welcomed the Board and its advisors and observers to the meeting.

Apologies were received from Tim Livesley, Max Beverton, Anthony Moss and Stephen Woodford

2. Minutes of the last meeting

Minutes of the last meeting held on 19 March 2019 were approved.

3. Progress Report

ZO updated the board briefly with progress on the campaign but emphasised that as the majority of the content on the progress report will be covered by the meeting presentations, this was kept brief. ZO referenced that the purpose of the meeting was to review performance measure of Burst 1 of the campaign (end February to end April) and to present recommendations arising from this.

4. Campaign Performance to-date

ZO reminded the Board of campaign outcomes for the first year with desired outtakes (including awareness of Bet Regret, and awareness of ways to moderate) alongside desired campaign outcomes (including increased knowledge of risky betting behaviour and self-awareness of betting and risks).

Performance measures included media with over performance against all channels, specifically Twitter, The only exception on media performance was TV with value underdelivered due to airtime donations parameters. The board was assured that this will be addressed with additional donated media for the September burst.

The report included website page performance, PR results and contact with to the Helpline and Netline with an increment of 10% month on month (and circa 26% yoy). It was noted that the campaign objective was not to drive calls to the helpline and other factors are to be considered but important to note.

5. Campaign Monitor

Ipsos Mori debriefed the board with the results of Wave 2 Key findings of the campaign tracking study conducted between 30 April and 9 May 2019 with 1,600 interviews including 600 men aged 16-44 yrs old.

Key findings concluded:

- Campaign awareness and message take out is strong given level of spend
- Campaign is well targeted against those most at risk
- Good performance across all campaign elements
- Notion of bet regret is a key take take out but there is an opportunity to register the bet regret tagline more strongly.

- Potential signs that some risky bettors are becoming more mindful and defensive
- As expected no significant shifts in underlying behaviour yet
- No increase in levels of conversations about gambling.
- Campaign has had a positive impact on BeGambleAware

SG asked for assurance of statistical significance. Ipsos to provide.

There are no indicative norms for this type of campaign but it was noted that this campaign had achieved high recognition than WTFSS first burst - at equivalent stage (61% vs 54%)

ZO advised that the next wave, potentially just amongst the campaign audience, will be held in August prior to the next burst with another wave in December.

6. Looking to 2019/2

Strategy and Creative:

M&C Saatchi presented plans in response to the Ipsos debrief which included:

- Increasing salience of Bet Regret via voice over at the end of TVC
- Encouraging more conversations by reintroducing the peer to peer campaign, new media partnerships and continued support for the activations specifically the Bet Regret Cup.
- Increased readiness to change and taking an action by encouraging at risk bettors to pause and reconsider. This would be delivered via a new line and message based on 'Think Twice or You'll Bet Regret it'.
 - This line had been reviewed in some initial research (led by the Nursery Qualitative Research) which confirmed it was easily understood, delivering a clear call to action and aligned to the rest of the campaign.

Media:

Goodstuff presented two media plans for H2 2019, based on minimum budget and recommended budget which would require additional investment from the industry (£1.2m) but would deliver greater coverage and frequency of the message and longer campaign duration (4 months vs 2 months).

New media channels to include radio (TalkSport), Racing Post and media partnerships (Joe and Ladbible). Board commended inclusion of media partnerships.

Goodstuff reminded the board that share of voice is still very low at 1.79% (based on Nielsen) and at best 2.89%.

Board agreed that additional investment required given the performance of the campaign to date and that this request should be made of the industry.

Closed Meeting – notes to be circulated separately

