

World Cup Bet Regret campaign evaluation



Key highlights report

November to December 2022 Burst

1. Campaign overview

1.1 Campaign introduction

The Bet Regret World Cup prevention campaign aimed to reach those at risk of and/or experiencing gambling harms (PGSI 1+), to encourage them to look out for the early warning signs of gambling harms and to take steps to avoid Bet Regret by visiting BeGambleAware.org for free advice, tools and support. The World Cup campaign was the final execution as part of a three-year marketing strategy that focused on highlighting Bet Regret as a sign of gambling harm¹. The campaign was live from **14 November to 18 December 2022**, with a media spend of around £3.8 million, inclusive of £1.8m of added value / donated inventory.

1.2 Campaign execution

The campaign was built on key insights from previous bursts of the Bet Regret campaign, whilst being tailored to the unique context of the 2022 FIFA World Cup. The primary audience was **men who bet on sports with a PGSI score of 1+ aged 18-44 and with a socioeconomic grade of C2C2DE**, with a secondary audience of women who bet on sports, an overhear audience of those negatively affected by someone else's gamble, and a wider general population sample. An overview of the key evidence that led to the campaign has previously been published (*Background to World Cup prevention campaign*). To develop and deliver the campaign GambleAware partnered with M&C Saatchi (creative), Freuds (consumer engagement), 23Red (partnerships), Flipside (digital estate), and Goodstuff (media planning / buying).

The core creative proposition focused on how easy it is to get "carried away" and do something you might regret during the FIFA World Cup. The lead creative asset (*World Cup Prevention Campaign*) featured former footballer Shaun Wright-Phillips and brought to life the early warning signs of gambling harms. This was supported by the key campaign message that anyone could have got carried away during the World Cup tournament, and whatever regrets they may have had, not to let gambling be one of them. It also emphasised that gambling harms can affect anyone to build an understanding and empathy with those who experience harms from gambling. Digital executions contained messages which emphasised taking a tournament timeout, taking a break, and the importance of setting time and money limits. The core offer was to signpost fans to advice, tools and support on how to still enjoy the tournament without experiencing that sinking feeling you get after making a bet you wish you hadn't, also known as "Bet Regret".

The campaign had a total media budget of just under £3.8 million (inclusive of £1.8m of added value / donated inventory by several key broadcasters including Channel 4, ITV and Sky). This budget helped the campaign achieve a higher share of voice than usual compared with the spend by the gambling industry (c. 8%² vs c. 1-3%), meaning that for every one ad shown by GambleAware, there were around thirteen adverts shown which promoted gambling.

¹ The use of research in the Bet Regret campaign: Synthesis report
https://www.begambleaware.org/sites/default/files/2021-08/20-001116-01%20Safer%20Gambling%20Synthesis%20report%20FINAL%20v5%20ICUO_090721_clean_0.pdf
 AVOIDING BET REGRET: An overview of the campaign to date
<https://www.begambleaware.org/sites/default/files/2021-07/THETORYOFBETREGRETfinal.pdf>

² Analysis conducted by GoodStuff using AdIntel data. Share of voice likely to be lower than 8% in reality as AdIntel only tracks certain media (e.g., Sponsorships, influencer partnerships, events and PR are not included) and gambling organisations (e.g., National Lottery not included)

The campaign ran across the following media channels between 14 November and 18 December 2022 to coincide with the World Cup tournament:

- **TV/BVOD:** Shown on Channel 4, ITV, Sky (inc. positions on ads before and within World Cup games).
- **C-Screens (i.e., digital screens out of home):** Shown on large screens / fan zones during World Cup games.
- **Digital media:** Heavily targeted and contextually relevant environments throughout the tournament on key platforms (e.g., Twitter, SkySports, GiveMeSport). A bespoke algorithm was created using postcodes data combined with census data, employment data, bookmaker locations and Google Trends search data. Activity was upweighted on certain platforms during the biggest matches and following key “upsets” during games when people may have been more likely to have lost a bet and started to chase their losses.
- **Print and digital partnership:** Utilised the full suite of Mail Metro Media Print & Digital platforms and targeted key moments and fixtures during the World Cup to drive the strongest engagement.

The campaign was supported by PR activity, which highlighted bespoke data exploring the potential harm during the World Cup (*Preventing Gambling Harms in Football Fans*). This included a bespoke PR film featuring Peter Shilton, who experienced gambling harms for 45 years, and delivered a powerful “team talk” to help fans reduce their risk of harm during the upcoming tournament (*World Cup prevention campaign – PR film*). GambleAware also partnered with a popular podcast, But Why?, hosted by Clemmie Telford, for a dedicated episode looking at women and gambling, in relation to football. Clemmie interviewed Steph Shilton about her experience of gambling harms as an affected other and Jo Mustafa about her journey with gambling and how her first bet was placed on a football match (*Gambling with Steph Shilton and Jo Mustafa – Podcast*).

An in-kind partnership strategy and **bespoke toolkit** was developed to engage with key organisations to help spread the campaign messaging through trusted voices. The campaign was backed by the Football Supporters Association (*BeGambleAware launch new World Cup campaign and toolkit*) and leading UK men’s mental health charities (e.g., *Andy’s Man Club* and *Men’s Shed Association*). There was also continued activity with several partners we have previously engaged with such as Numed and Jayex (who cascade messaging to GP surgeries), MoneyHelper and Citizen’s advice.

2. Campaign evaluation

2.1 Evaluation approach

Ipsos UK conducted an independent holistic evaluation of the campaign. This approach had campaign monitoring (i.e., a pre-post online survey) at its core but also triangulated findings using data from the agencies executing the campaign, and other third-party data GambleAware has access to. This provides a broader view of how the campaign performed, with clear insights to understand how the campaign can be improved going forward.

Fieldwork for the campaign monitoring pre-wave was conducted between 1-11 November 2022, whilst the post-wave was conducted between 13 December 2022 and 3 January 2023, after the majority of the campaign had been delivered. Each wave consisted of an online survey among 2,600 respondents. The survey collected responses from a nationally representative general population sample of 2,000 adults aged 18+ living in the UK and a boosted “campaign target audience” sample of around 800 men aged 18-44 who frequently bet on sports. Data was weighted (by age, gender, work status and region) back to the known population profile of the UK.

Overall, there were four core audiences within the campaign monitoring³:

1. **Campaign target audience:** Men aged 18-44 who have bet on sports in the last four weeks
2. **Behaviour change audience:** Men aged 18-44 who bet online or on football, and who bet at least twice a week
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

The holistic evaluation showed the wide reach and strong impact of the campaign. Most of the results below are focused on the "campaign target audience" as key performance indicators were set against this audience. Third-party data (e.g., website data, owned social media data, media monitoring) are also used to triangulate findings and provide a more complete view of campaign performance⁴.

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

- **Paid media:** All channels met performance targets being viewed millions of times, with 148.3m impressions across digital, 10.3m impacts on TV through 155 TVRs, 14m impacts on VOD, 15.5m impacts on C-Screens, 182m impressions through the Mail Metro Media partnership⁵ and an estimated 8.7m impressions via Snapchat
- **Consumer engagement (PR):**
 - **Press release:** The release received extensive media coverage, securing over 1.2k pieces of coverage (including pre-recorded audio packages) with an estimated 76.1m impressions across broadcast, national print and online, consumer, regional, marketing trade, and gambling trade. This included coverage in outlets such as BBC News, Sky News, TalkSport, SPORTBible The Guardian, The Times, Big Issue, The Independent and The Daily Mail⁶.
 - **PR Film:** The film was embedded in nine pieces of coverage, with an estimated 1.4m impressions.
 - **But Why? podcast:** This was listened to over three thousand times by the end of the campaign period. Social media content surrounding the podcast also resulted in an estimated 122k impressions.
- **In-kind partnerships:** 16 partnerships went live during the campaign with 73 pieces of activity. This had an estimated reach of over 1.2m. This included co-created content with several partners (e.g., Citizen's Advice, the Football Supporters Association)⁷.

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

- **Unprompted recognition:** Almost half (45%) of the campaign audience had seen or heard any advertising encouraging people to think about their gambling and avoid making bets that they regret during the 2022 Qatar FIFA World Cup.
- **Prompted (i.e., shown assets) recognition:** Almost seven in ten (68%) of the campaign audience recognised at least one element of the campaign, which is slightly higher than any other burst of Bet

³ Sample sizes for each (pre-wave is W10, post-wave is W11)

Campaign audience (749 in W10, 798 in W11)

Behaviour change audience (536 in W10, 577 in W11)

General population (2000 in W10, 2000 in W11)

Affected others (197 in W10, 194 in W11)

⁴ Third party data compares metrics for the campaign period compared to the equivalent period before the launch of the campaign (10 Oct- 13 Nov 22)

⁵ Analysis by GoodStuff using each platforms feedback metrics

⁶ Analysis by Freuds using media monitoring software or metrics from different partners (e.g., Snapchat, But Why podcast owners)

⁷ Analysis by 23Red using feedback metrics from individual partners. Reach challenging to estimate within partnerships due to potential reach of some cascade partners (e.g., GP surgeries) which can have a massive but variable footfall

Regret activity. Recognition of both the video (63%) and digital (57%) were strong, with the majority seeing both (51%).

- The campaign had a higher degree of cut-through than any previous burst of the Bet Regret campaign among the general public, with over two in five (44%) recognising the assets (34% being the next highest for Bet Regret at Wave 8 in April 2021).

The creative was perceived positively, with strong key message take-outs:

- There was a high level of agreement of the ads:
 - Being credible (71%)
 - Made them see the benefits of using tools (63%)
 - Made them see the benefits seeking advice and support (63%)
- The majority reported the ads increased knowledge that:
 - It can be easy to get carried away whilst betting during the World Cup (59%)
 - Anyone can experience gambling harms (56%)
 - And understanding of those who experience harms from gambling (55%)
- The ads also effectively delivered the required key messages such as:
 - Visiting BeGambleAware.org for advice, tools or support (58%), either for yourself (41%) or for someone else's gambling (37%)
 - It's easy to get carried away whilst betting during the World Cup (38%)
 - Gambling harms can affect anyone (38%)

Strong campaign recognition resulted in reported behaviour change:

- Among those who recognised the campaign, around three quarters (76%) reported taking action as a result of seeing it such as visiting the BeGambleAware.org website (24%) and using limits / tools to help moderate gambling (23%).
 - Reported action was even higher among the behaviour change audience (84%).

The campaign resulted in real-world action:

- Organic searches of BeGambleAware and GambleAware on Google increased during campaign months compared to the period prior⁸, showing the ads motivated people to search for more information.
- There were over 1.16m pageviews on the website over the campaign period (a 74% increase on the same time period prior to launch), 489k of which went onto the refreshed campaign landing page⁹.
- Many of these views were driven by traffic from media, with a high amount of clicks from the media partnership (232k clicks) and digital ads (680k clicks).
- Mentions of terms relating to GambleAware (22k mentions, +154%), gambling harms (5.3k, +28%) and Bet Regret (1.3k, N/A not mentioned out of campaign) all increased within media monitoring compared to the baseline¹⁰.
- There were large increases in followers across our consumer-facing social media channels with 237 new followers (compared to the baseline of 89). In particular there was a large increase on Twitter, where most digital activity was live, with 153 new followers¹¹.

⁸ Analysis conducted using Google keyword planner which does not take into account other search engines. Search terms include "BeGambleAware" and "GambleAware"

⁹ Analysis conducted using Google Analytics

¹⁰ 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: 1) Bet Regret: BetRegret, bet regret 2) Brand: GambleAware, BeGambleAware, gamble aware, be gamble aware, be gambleaware 3) Gambling harms: Gambling harm, gambling addiction, gambling problem, problem gambler, gambling addict

¹¹ Analysis conducted using social media monitoring tool Emplifi, includes all BeGambleAware social media channels (e.g., YouTube, Facebook, Instagram, Twitter)

- Although not a specific call to action within the campaign, there were 3.7k calls to the National Gambling Helpline during the campaign period (a 2% increase on the period prior)¹².

The campaign also helped to drive wider attitudinal changes.

- Several attitudes improved from the baseline such as agreement that:
 - I make fewer bets I regret than previously (49% up to 52%)
 - Sometimes I think I should cut down my gambling (44% to 47%)
 - I am actually changing my gambling habits to cut down to stop right now (38% up to 43%)
 - Sometimes I make bets that I regret the moment that I have made them, even before I know whether I've won or lost (51% down to 46%).

3. Conclusion

3.1 Next steps

This evaluation marks the end of a three-year long strategy that focused on raising awareness of Bet Regret as a key sign of gambling harm, and encouraging behaviour change among those experiencing it. We are committed to adding to the existing knowledge in the area, and will be updating [the use of research in the Bet Regret campaign synthesis report](#) to build clarity and evidence around what works within behaviour change campaigns that aim to reduce gambling harms. We are also undergoing a comprehensive review of all of our previous campaigns around harm prevention so that learnings can be built into a new strategic approach which complements our stigma reduction campaigns.

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

¹² Analysis conducted using inbound helpline data from GambleAware