



#GambleSmart campaign: interim evaluation

January 2016

Ambition

The main objective of the #GambleSmart campaign, which ran for three weeks from 13 November to 4 December, was to increase awareness among young men of the signals of risky behaviour and how to stay in control.

The campaign messages were Senet Group's five gambling 'tips':

- set your limits at the start
- only bet what you can afford
- never chase your losses
- don't bet when you're getting angry
- never put betting before your mates

What worked

We achieved a high level of engagement – people 'liking' the content of our materials and sharing it with others or clicking to find out more. Over 114,000 people took one of these actions. Young men tagged their friends and even themselves in association with the behaviours, showing anecdotal recognition of our messages.

What didn't

We also don't know for sure whether the 2.3m Facebook views of our material and engagement of 114,000 people are good: it's hard to find comparative data.

We don't yet know to what extent we have actually achieved higher awareness of our messages. Tracking research planned for March should tell us that.

Lessons learned

A simpler mechanism to allow those reacting to the creative content to reach the smart gambling messages is recommended for future campaigns.

Twitter was not as effective as Facebook in creating engagement: we would focus on Facebook alone for any similar campaign in future.

Authenticity is essential. Creative executions that were a little contrived did not achieve such good cut-through.