

When The Fun Stops, Stop

Report on research for Senet Group

April 2015

Research context and methodology

In order to evaluate the first three months of the Senet Group advertising campaign, and to assess public perceptions of the gambling industry more generally, quantitative research was commissioned to take place, Friday 27th - Monday 30th March, 2015.

This was conducted using an online omnibus of a nationally representative sample of 2,015 adults (18+).

The research was operated by Bilendi - an independent omnibus company.

Where relevant and feasible, this research provides context for results with insight from research company ICM.

Media data was provided by UM London/ Nielsen addynamix.

Response to the first three months of the Senet campaign - summary

The first three months of the Senet advertising campaign show very strong results.

Awareness levels of the entire campaign are high, while the TV ads in particular have achieved high stand out and memorability, as well as strong take-out of relevant messaging.

Significant numbers of people have begun using phrases from the campaign - the research suggests “Bad Betty” and “When the fun stops, stop” have both been recited by millions.

Similarly, almost one-in-six of those who recognise the campaign say they have since felt prompted to “warn other people about their gambling - if only jokingly.”

Most importantly: over one-third of regular gamblers who recall the campaign say it has prompted them to now approach their gambling more responsibly.

The campaign has achieved very good awareness scores amongst all adults. This has been driven particularly by the TV ads and the permanent betting shop window posters. Scores are even higher amongst regular gamblers.

Awareness of campaign amongst all adults

Awareness of:	Total campaign:	34%*
	TV:	20%
	Permanent betting shop window posters:	20%
	Gamble Aware week / Set your limits posters:	13%
	Press/Digital:	12%
	Radio:	7%

Audience: All adults. Base size: 2015

*Tracking company ICM report that spends of £1.5-1.75m on new campaigns typically achieve 20-30% awareness. Senet spend so far has been £819,044 (plus betting shop windows).

Awareness of campaign amongst regular gamblers**

Total campaign:	54%
TV:	33%
Permanent betting shop window posters:	37%
Gamble Aware week / Set your limits posters:	25%
Press/Digital:	24%
Radio:	12%

Audience: Regular gamblers. Base size: 522

**Regular gamblers have been defined as those who gamble twice or more a month. This equates to 26% of the total adult UK population.

Both TV executions have achieved high stand out and memorability, whilst also being seen to “make a good point”.

% agreeing in their responses to TV creative, after having seen the ads

	<i>'Bungalow'</i>	<i>'Betting Shop'</i>
It stands out	55%	52%
It is more involving than other advertising	44%	42%
It is irritating	19%	21%
It makes a good point	70%	70%
It is an ad I enjoy	29%	29%
It is funny	26%	24%
It is memorable	51%	50%
I don't really understand it	13%	10%
It made me stop and think	32%	34%

Figures for norms are unfortunately unavailable, though tracking company ICM reported that the stand out, memorability and 'makes a good point' scores seemed particularly strong.

Audience: All adults. Base size: 2015

Both TV executions have achieved high take out of relevant messages

Verbatim responses to the question: “What do you think is the main message of this advertising?” after having seen the ads. Respondent answers are coded and then grouped

	<i>'Bungalow'</i>	<i>'Betting Shop'</i>
Gamble responsibly / Don't chase losses / have set limits / Don't gamble whilst angry / When the fun stops, stop / Don't gamble more than you can afford / Mention of 'Bad Betty' or 'Bad Bet' / Problem gambling awareness / Cut down gambling habits	79%	77%
Don't know / Unsure message	8%	7%
Nonsensical responses	7%	11%
Other responses	6%	5%

ICM report that >50% recall of relevant messaging is good. These ads have achieved 77% and 79% respectively.

% of all comprehensible responses. Audience: All adults. Base: 2015.

Significant numbers of people have used phrases from the campaign. Extrapolating from the research sample, ‘Bad betty’ and ‘When the fun stops, stop’ have both been recited by millions.

Of those who recognise the campaign, the percentage that have been prompted to do the following:

	Regular gamblers	All adults	
Use the phrase: “When the fun stops, stop.”	22%	19%	When factoring campaign recognisers against the total UK population, this equates to: 3.26 million adults
Use the phrase: “Bad Betty”	18%	16%	2.66 million adults

Audience: campaign recognisers. Base size: 680

Source: Office of National Statistics

Most people who recognise the campaign report increased awareness of the issue. Furthermore: almost one-in-six have since felt prompted to “warn other people about their gambling, if only jokingly.”

Of those who recognise the campaign, the percentage agreeing that it has made them feel/do the following:

	Regular gamblers	All adults
Made me more aware that gambling can become a problem for some people.	52%	61%
Led me to warn other people about their gambling, if only jokingly.	12%	16%

This equates to just under 1 in 6 of those who recall the campaign.

Audience: campaign recognisers. Base size: 680

Most importantly: over one-third of regular gamblers who recall the campaign say it has prompted them to approach gambling more responsibly. While 16% say it has ‘helped me - at least once - stop gambling more than I should’.

Of those who recognise the campaign, the percentage agreeing that it has made them feel/do the following:

	Regular gamblers
Made me think about my own gambling behaviour	34%
Has helped me - at least once - stop gambling more than I should	16%

ICM highlighted this as a particularly strong result. Scores above 25% for any “made me think about x”-type statement are typically seen as good. (In contrast, reporting of a specific behaviour change - like the following ‘stopping’ statement - is likely to get a lower score).

Audience: campaign recognisers. Base size: 680