

Report on campaign evaluation for The Senet Group

September 2016



Public survey - context and methodology

This is the fourth research wave since Senet Group activity began at the start of 2015

Survey runs twice per year - March and September

This research wave was conducted Friday 9th - Monday 12th September

Nationally representative sample of 2,000 adults

Operated by Bilendi - an independent research company

Half of the UK - and 3/4s of regular gamblers - now recognise the campaign, well above norms for equivalent media spend

Awareness of campaign amongst all adults

	Sep '16
Total campaign	50%
Permanent betting shop window posters	34%
TV (Bungalow)	24%
TV (Betting Shop)	14%
Gamble Aware week poster (How much = too much?)	17%
Gamble Aware week poster (Feeling fine/frustrated)	12%
Press	19%
Digital	18%
Radio:	8%

Awareness of campaign amongst regular gamblers**

	Sep '16
Total campaign	75%
Permanent betting shop window posters	61%
TV (Bungalow)	41%
TV (Betting Shop)	26%
Gamble Aware week poster (How much = too much?)	32%
Gamble Aware week poster (Feeling fine/frustrated)	24%
Press	38%
Digital	38%
Radio:	15%

ICM report that spends of £1.5-1.75m on new campaigns typically achieve 20-30% awareness. Senet spend so far has been approx £1.7m (plus betting shop windows and support on members' social feeds).

**Regular gamblers have been defined as those who gamble twice or more a month. This equates to approx 25% of the total adult UK population.

Both TV executions continue to offer 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	56%	50%
It is more involving than other advertising	47%	43%
It is irritating	21%	23%
It makes a good point	72%	69%
It is an ad I enjoy	28%	26%
It is funny	27%	22%
It is memorable	51%	48%
I don't really understand it	11%	10%
It made me stop and think	32%	31%

Figures for norms are unfortunately unavailable, though tracking company ICM reported that these stand out, memorability and ‘makes a good point’ scores seemed particularly strong - especially for the ‘Bungalow’ execution.

Audience: All adults. Base size: 2,000

Both TV executions continue to achieve high take out of relevant messages

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

	<i>‘Bungalow’</i>	<i>‘Betting Shop’</i>
Responsible gambling / Don’t chase losses / Don’t gamble whilst angry / If it’s not fun stop gambling / Don’t gamble more than you can afford / Think before your betting goes too far/ Don’t over gamble / Have a bet but don’t go daft	81%	80%
Don’t know / Unsure message	10%	10%
Nonsensical responses	4%	4%
Other responses	5%	6%

ICM report that over 50% recall of relevant messaging is good, therefore these ads are landing their points particularly well.

The campaign has generated word-of-mouth support from millions of people

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

	Regular gamblers	All adults	
Led me to warn other people about their gambling, if only jokingly	21%	20%	When factoring campaign recognisers against the total UK population, this equates to: 5.1 million adults
Use the phrase: “When the fun stops, stop” or the hashtag #whenthefunstopsstop	12%	12%	3.1 million adults
Use the phrase: “Bad Betty” or the hashtag #BadBetty	11%	7%	1.8 million adults

Audience: Campaign recognisers. Base size: 993. Source for population figures: Office of National Statistics

In turn, large numbers of people now have a more responsible attitude and approach to gambling

Of those who recognise the campaign, % 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	66%	72%
Made me think about my own gambling behaviour	37%	19%
Has helped me - at least once - stop gambling more than I should	18%	11%

Almost 3/4s of people report increased awareness of the issue

ICM point out that scores over 25% for any made me think about x"-type statement are very good

2.8 million adults

Awareness levels for the responsible gambling 'tips' have all gone up since first measured earlier this year

Awareness of 'tips' for responsible gambling amongst all adults

	Mar '16	Sep '16
Set your limits at the start	62%	72% 
Only bet what you can afford	72%	82% 
Never chase your losses	57%	66% 
Don't bet if you're getting angry	42%	50% 
Never put betting before your mates	30%	42% 

Awareness of 'tips' for responsible gambling amongst regular gamblers

	Mar '16	Sep '16
Set your limits at the start	73%	87% 
Only bet what you can afford	83%	93% 
Never chase your losses	72%	83% 
Don't bet if you're getting angry	57%	66% 
Never put betting before your mates	43%	56% 

Statistically significant difference

Audience: All adults across two research waves. Base size for each research wave. All adults: 1,986; 2,000. Regular gamblers: 501, 481