

Report on campaign evaluation for The Senet Group

March 2016



Research context and methodology

In order to evaluate the ongoing Senet Group advertising campaign, and to assess public perceptions of the gambling industry more generally, quantitative research took place, Friday 18th - Monday 21st March, 2016.

This is the third tracking 'dip' since the campaign launched - the previous two being in March and September 2015. Comparisons with those results are included where relevant.

The survey was conducted using an online omnibus of a nationally representative sample of 2,005 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.

Response to Senet Group campaign - summary

Echoing the positive figures recorded in both previous dips, the Senet advertising campaign continues to show very strong results.

Awareness levels for the entire campaign have increased from their existing high - both amongst regular gamblers and all adults - and look very strong versus norms for equivalent media spend. The betting shop window posters are now the most recognised pieces of creative.

Both TV executions continue to offer high stand out and memorability, whilst also being seen to “make a good point”. Viewers’ recall of relevant messaging - as in September - remains very high. Significant numbers of people have used phrases from the campaign - the research suggests “Bad Betty” and “When the fun stops, stop” have both been recited by millions.

Similarly, more than one-in-five 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 1/3rd of regular gamblers who recall the campaign say it has led them to approach gambling more responsibly. While of all adults, 2.3million have reportedly been helped to stop gambling at the right time, by the campaign.

Campaign awareness has increased again since September, and remains well above norms for equivalent media spend. Betting shop window posters are achieving most recognition. Scores are even higher amongst regular gamblers.

Awareness of campaign amongst all adults

		Mar '15	Sep '15	Mar '16
Awareness of:	Total campaign:	34%	36%	40%*
	TV:	20%	22%	19%
	Permanent betting shop window posters:	20%	23%	28%
	Gamble Aware week / Set limits posters:	13%	13%	16%
	Press/Digital:	12%	14%	17%
	Radio:	7%	8%	8%

Audience: All adults. Base size: 2005

*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 approx £1m (plus betting shop windows).

Awareness of campaign amongst regular gamblers**

		Mar '15	Sep '15	Mar '16
Awareness of:	Total campaign:	54%	56%	59%
	TV:	33%	36%	33%
	Permanent betting shop window posters:	37%	42%	49%
	Gamble Aware week / Set limits posters:	25%	27%	33%
	Press/Digital:	24%	27%	34%
	Radio:	12%	14%	15%

Audience: Regular gamblers. Base size: 501

**Regular gamblers have been defined as those who gamble twice or more a month. This equates to 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	54%	51%
It is more involving than other advertising	43%	41%
It is irritating	21%	26%
It makes a good point	71%	69%
It is an ad I enjoy	28%	26%
It is funny	26%	23%
It is memorable	53%	48%
I don’t really understand it	13%	10%
It made me stop and think	32%	33%

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.

Audience: All adults. Base size for March results: 2005.

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?” after having seen the ads. Respondent answers are coded and then grouped

	<i>‘Bungalow’</i>	<i>‘Betting Shop’</i>
Responsible gambling / Don’t chase losses / 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	75%	75%
Don’t know / Unsure message	10%	10%
Nonsensical responses	5%	4%
Other responses	10%	11%

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

% of all comprehensible responses. Audience: All adults. Base: 2005.

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” or the hashtag #whenthefunstopsstop	12%	10%
Use the phrase: “Bad Betty” or the hashtag #BadBetty	12%	8%
Use the phrase: “Gamble smart” or the hashtag #GambleSmart	4%	4%

When factoring campaign recognisers against the total UK population, this equates to:

2 million adults

1.5 million adults

Audience: campaign recognisers. Base size: 807

Source: Office of National Statistics

Almost three quarters of those who recognise the campaign report increased awareness of the issue. Furthermore: more than one-in-five 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.	64%	74%
Led me to warn other people about their gambling, if only jokingly.	16%	21%

More than 1 in 5 of those who recall the campaign, have used it to ‘spread the message’ of responsible gambling.

Audience: campaign recognisers. Base size: 807

Over one-third of regular gamblers who recall the campaign say it has led them to approach gambling more responsibly. Of all adults, 2.3million have reportedly been helped to stop gambling at the right time, by the campaign.

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

	Regular gamblers	All adults
Made me think about my own gambling behaviour	38%	20%
Has helped me - at least once - stop gambling more than I should	16%	11%

ICM highlighted this as a particularly strong result. Scores over 25% for any “made me think about x”-type statement are seen as very good (most commonly seen amongst a focused audience - as evident here.)

This equates to 2.3m of the adult population

Audience: campaign recognisers. Base size: 807