

Responsible Gambling Campaign Development Toolkit

About This Toolkit

This toolkit will guide you through the process of developing a comprehensive responsible gambling campaign targeted at young adults (ages 18-25). The toolkit includes guidance for creating campaign messaging, educational content, digital strategy, and implementation plan. Use this resource to design an effective campaign that promotes responsible gambling practices and raises awareness about gambling risks.

Understanding Your Target Audience: Young Adults (18-25)

Before developing your campaign, it's important to understand the characteristics and needs of your target audience:

- **Digital Natives:** Comfortable with technology and spend significant time online
- **Social Media Users:** Active on multiple platforms, with preference for visual and video content
- **Peer Influenced:** Highly responsive to social norms and peer behavior
- **Risk Takers:** Developmentally prone to impulsivity and risk-taking behavior
- **Financial Independence:** Often managing their own money for the first time
- **Mobile First:** Primarily access content through smartphones
- **Gambling Exposure:** Increasingly exposed to gambling through sports betting, online platforms, and social casino games
- **Entertainment Focused:** Seek engaging, entertaining content rather than dry information
- **Authenticity Valued:** Skeptical of overly polished or preachy messaging

Target Audience Analysis

Consider these questions to further analyze your specific audience:

What gambling activities are most popular among young adults in your area?

e.g., sports betting, online poker, social casino games, fantasy sports...

What misconceptions about gambling might young adults have?

e.g., beliefs about skill vs. chance, winning expectations, risk underestimation...

What values or concerns might motivate young adults to gamble responsibly?

e.g., financial security, maintaining control, social reputation...

Where and how do young adults in your area typically encounter gambling opportunities?

e.g., mobile apps, social media ads, peer activities, campus events...

Example Campaigns: Learning from Success

Effective Responsible Gambling Campaigns

"Know Your Limits" - UK GambleAware

Target Audience: Young adults 18-30

Key Approach: Emphasis on setting personal limits before gambling

Core Message: "Set your limits. Stick to them."

Effective Elements:

- Simple, memorable slogan
 - Focus on practical actions rather than abstinence
 - Peer-to-peer messaging style
 - Integrated tools for limit setting
 - Social media presence with shareable content
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"When the Fun Stops, Stop" - UK Gambling Industry

Target Audience: General public with youth focus

Key Approach: Defining gambling as entertainment with boundaries

Core Message: "Gambling should be entertainment, not a way to make money"

Effective Elements:

- Clear distinction between entertainment and problematic gambling
 - Focus on emotional awareness ("when it's not fun anymore")
 - Sports partnerships for broader reach
 - Simple action step that's easy to remember
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"Bettor Time" - Australian Initiative

Target Audience: Young mobile gamblers

Key Approach: Time tracking mobile app

Core Message: "Track your time, play it smart"

Effective Elements:

- Technology-based solution that matches audience behavior
 - Non-judgmental approach to building awareness
 - Personalized insights and tips based on usage
 - Integration with existing betting apps
 - Focus on time as well as money management
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"Bet Regret" - UK Campaign

Target Audience: Young male sports fans

Key Approach: Focusing on feeling of regret after impulsive bets

Core Message: "Think twice before you bet"

Effective Elements:

- Relatable scenarios that resonate with target audience
- Humor to engage without preaching
- Focus on specific behaviors (betting while drunk, chasing losses, betting out of boredom)
- Sports celebrity endorsements
- Clear, actionable advice (pause and think before betting)

Effective Elements Analysis

From the example campaigns, which elements do you think would be most effective for your campaign and why?

Describe which campaign elements resonated with you and why they would work for your target audience...

Component 1: Campaign Slogan and Key Messages

Tips for Effective Messaging

- **Be Positive:** Focus on empowerment rather than fear
- **Be Clear:** Use simple, direct language without jargon
- **Be Memorable:** Create concise, catchy phrases that stick
- **Be Authentic:** Use language that resonates with young adults
- **Be Actionable:** Include clear steps people can take
- **Be Relatable:** Use scenarios young adults can identify with
- **Avoid Judgment:** Don't preach or talk down to the audience
- **Avoid Clichés:** Steer clear of tired phrases and obvious statements

Campaign Slogan Development

Main concept or theme for your campaign:

e.g., Taking control, entertainment perspective, etc.

Your campaign slogan (short, memorable phrase):

e.g., 'Play Smart, Stay Smart'

Key Messages (3-5 core ideas)

Key Message 1:

e.g., Gambling should be entertainment, not a way to make money

Key Message 2:

e.g., Set time and money limits before you start

Key Message 3:

e.g., Know the warning signs of problem gambling

Key Message 4:

e.g., Never chase losses - that's when fun becomes a problem

Key Message 5:

e.g., Resources are available if gambling becomes a problem

Psychological Approach

Explain the psychology behind your messaging choices:

Describe why your messages will resonate with young adults psychologically...

Component 2: Educational Content

Outline educational materials for your campaign about these key areas:

How Gambling Works

Key points about house edge, probability, and randomness:

Outline how you would explain gambling odds, house edge, and probability in accessible terms...

Signs of Problem Gambling

Warning signs that gambling may be becoming problematic:

List the key warning signs you would include, explained in youth-friendly language...

Setting Limits and Sticking to Them

Practical guidance for setting and maintaining limits:

Describe practical strategies for limit setting with specific examples...

Entertainment Perspective on Gambling

Framing gambling as entertainment with an associated cost:

Explain how you would frame gambling as entertainment rather than a money-making activity...

Content Formats

How will you present this information to maximize engagement?

e.g., short videos, infographics, interactive quizzes, social media posts...

Educational Content Tips

- Use storytelling to illustrate concepts rather than abstract explanations
- Incorporate visual elements to explain statistics and probabilities
- Keep content brief and digestible - aim for 2-3 minute videos or quick-read infographics
- Use analogies that relate to young adult experiences
- Include interactive elements where possible (calculators, quizzes, self-assessments)
- Balance facts with emotional appeal
- Make content mobile-friendly and shareable

Component 3: Digital Strategy

Describe how you would use digital platforms to promote responsible gambling:

Digital Platforms for Young Adults

Instagram

Visual platform ideal for infographics, short video clips, and stories. Popular among 18-25 year olds.

TikTok

Short-form video platform with high engagement among younger audiences. Good for creative, authentic content.

YouTube

Video platform for longer-form educational content, testimonials, and explainer videos.

Snapchat

Visual messaging app popular with younger audiences. Good for quick tips and ephemeral content.

Twitter

Text-based platform suitable for facts, statistics, and links to resources.

Reddit

Forum-based platform where different communities discuss topics in depth. Good for AMAs and discussions.

Mobile Apps

Dedicated apps for tracking time/money spent, setting limits, or providing resources.

Podcasts

Audio content for longer discussions, interviews, and storytelling about responsible gambling.

Digital Strategy Development

Primary platforms you would use and why:

Identify which platforms would work best for your campaign and why...

Sample social media post concepts (describe 3-5 posts):

Describe content and format for several sample posts...

Interactive digital tools to help users track and manage their gambling:

Describe any apps, calculators, trackers, or interactive tools you would create...

Content calendar approach (frequency and timing of posts):

How often would you post? Any particular timing strategies?

Engagement strategy (how will you encourage interaction?):

Describe how you'll encourage likes, shares, comments, participation...

Digital Strategy Tips

- Use platform-specific formats (Stories for Instagram, short videos for TikTok)
- Consider partnering with relevant influencers who resonate with your audience
- Use hashtags strategically to increase discoverability
- Incorporate user-generated content to increase authenticity
- Balance educational content with engaging/entertaining content
- Create shareable graphics with key statistics or tips
- Use A/B testing to determine what messaging resonates best
- Include clear calls to action in your posts

Component 4: Implementation Plan

Implementation Planning

Venues and contexts for reaching young adults:

e.g., college campuses, sporting events, online communities, social gatherings...

Potential partnerships to strengthen the campaign:

e.g., universities, sports teams, youth organizations, mental health services...

Campaign timeline (key phases and milestones):

Outline the timing and phases of your campaign implementation...

Resource requirements (budget, staff, materials):

What resources would be needed to implement your campaign?

How would you measure the campaign's effectiveness?

e.g., engagement metrics, awareness surveys, behavior change indicators...

Implementation Tips

- Start with a pilot or soft launch to test and refine messaging
- Create a realistic timeline with clear phases (awareness, education, action)
- Identify specific events or occasions to anchor campaign activities
- Consider both online and offline touchpoints
- Build in evaluation metrics from the beginning
- Plan for sustainability beyond the initial launch
- Include contingency plans for different resource scenarios

Campaign Development Checklist

Use this checklist to ensure your campaign plan is comprehensive:

- ☐ Developed a clear, memorable campaign slogan
- ☐ Created 3-5 key messages that support the campaign theme
- ☐ Outlined educational content about gambling mechanics
- ☐ Included information about problem gambling warning signs
- ☐ Provided practical guidance on setting limits
- ☐ Selected appropriate digital platforms for the target audience
- ☐ Designed sample social media content
- ☐ Described interactive digital tools for users
- ☐ Identified venues and contexts for reaching young adults
- ☐ Proposed potential partnerships to strengthen the campaign
- ☐ Created a campaign timeline with key phases
- ☐ Outlined resource requirements
- ☐ Established methods to measure effectiveness
- ☐ Ensured messaging is non-judgmental and empowering
- ☐ Confirmed all content is appropriate for the target age group

Presentation Framework

When presenting your campaign, include these key elements:

1. **Campaign Overview:** Brief introduction to your campaign concept and rationale
2. **Target Audience Insights:** Key insights about young adults and gambling
3. **Slogan and Key Messages:** Your core messaging and psychological approach
4. **Sample Campaign Materials:** Mock-ups or descriptions of key content
5. **Digital Strategy:** Platforms, content approach, and engagement tactics
6. **Implementation Plan:** Timeline, partnerships, and resource requirements
7. **Effectiveness Measurement:** How you'll evaluate success

Presentation Tips

- Keep your presentation concise (3-5 minutes)
- Use visual examples where possible
- Demonstrate how your campaign addresses psychological factors
- Highlight the most innovative aspects of your approach
- Show how your campaign balances education with engagement
- Be prepared to explain rationale behind key decisions