

ADVERTISING AND MARKETING PRACTICES

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Advertising & Marketing Prohibitions

The rationale for existing casino advertising and marketing prohibitions rests on two assumptions:

casino gambling has a causal relationship with social ills;

advertising increases gambling behavior both by enticing people to do more gambling than they otherwise would do and by recruiting people to gamble who otherwise might not.

Empirical Research

- Relatively little research exists on the effects of gambling advertising on gambling behavior. (Williams, West, & Simpson, 2012)
 - ▣ Reports of an association between participation in gambling activities and recall in gambling advertising. (Amey, 2001)
 - ▣ Young people may be more susceptible to gambling advertising. (Lamont, Hing & Gainsbury, 2011)
 - ▣ Advertisements appear to serve the function of maintaining and reinforcing established gambling habits, beliefs and behaviors. (Derevensky, Sklar, Gupta & Messerlian, 2009)
 - ▣ Gambling advertising contributes to the gambling problems of some individuals by arousing in them hard-to-resist impulses to gamble. (Binde, 2009)

National Gambling Impact Study

Commission Report: Recommendations

- Regulatory agencies should ban aggressive advertising strategies, especially those that target people in impoverished neighborhoods or youth. (Page 3-18)
- Operators and associations of gambling organizations voluntarily adopt and then follow enforceable advertising guidelines.” (Page 3-18)

Prevailing Opinion?

“Although there is a lack of research in this area, there are precedents that advertisements for the promotion of gambling should perhaps be placed in the same category as alcohol and tobacco promotions because of the potentially addictive nature of gambling and the potential for being a major health problem.” (Griffiths, 2003)

GUIDELINES FOR MARKETING AND COMMUNICATION PRACTICES

Example Advertising Standards

Nova Scotia Gaming Corporation

Code of Advertising Standards

“Nova Scotians have a right to expect gambling-related advertising and marketing to be truthful, respectful and sensitive to the potential for harm that may result from excessive gambling.”

Multi-dimensional Advertising Code:

- Compliant
- Honest, fair, and open
- Responsible gambling
- Protect minors
- Promotions
- Reflect Nova Scotia Values



Western Cape Advertising Standards



- Content
 - ▣ Advertising should not exhort play as a means of recovering past gambling nor other financial losses.
- Tone
 - ▣ Advertising of gambling should not exhort the public to wager by directly or indirectly misrepresenting a person's chance of winning a prize.
- Minors
 - ▣ The use of animation should be monitored to ensure that characters are not associated with animated characters on children's programmes.
- Game Information
 - ▣ It must be stressed that gambling involves the purchase by the gambler of recreational leisure time, as opposed to portraying this pursuit as an investment, a 'get rich quick' scheme, or similar.

SIGNAGE REQUIREMENTS

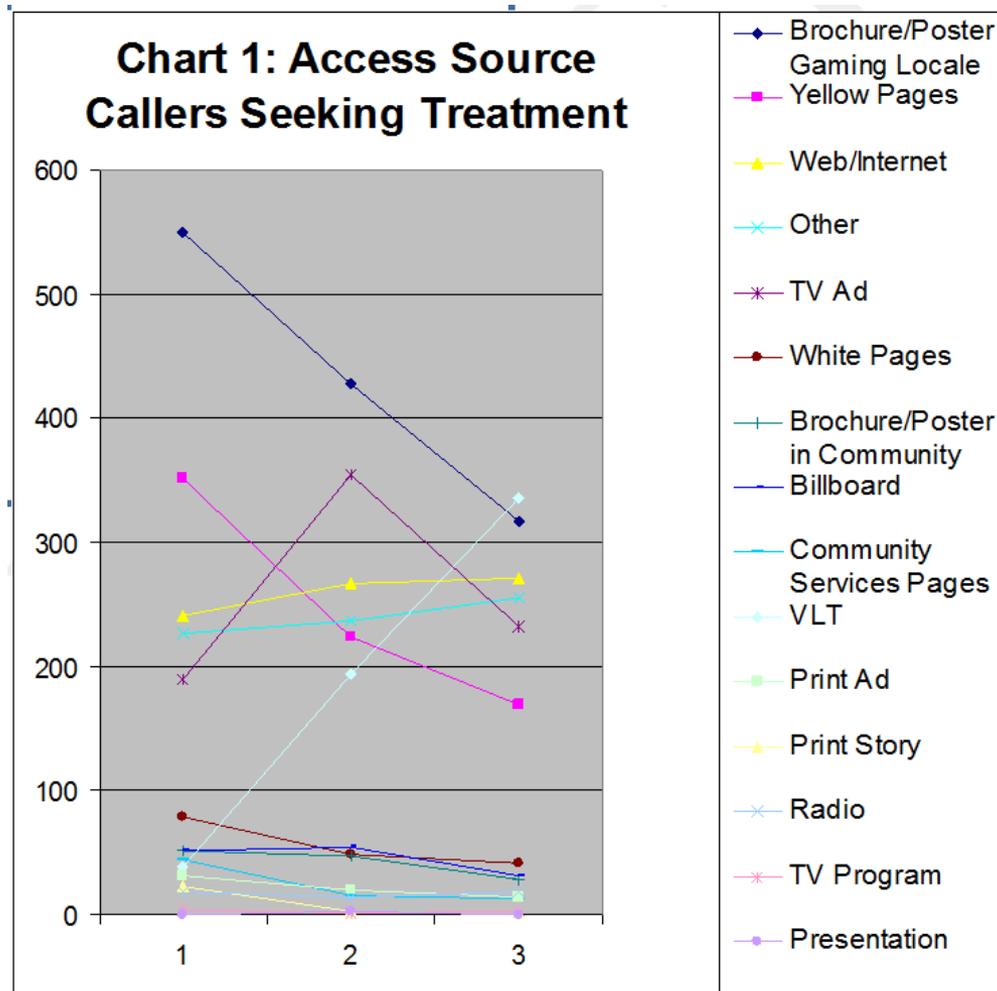
Responsible gambling and problem gambling awareness signage requirements.

Empirical Research

- Some encouraging findings from small body of research on the effects of RG signage within casinos.
 - ▣ In New South Wales, casino signs advising patrons of the risks of gambling had been noticed by 86% of respondents. (Hing, 2004)
 - ▣ Queensland, the majority of casino managers and staff reported they thought casino responsible gambling advertising was helpful in promoting responsible gambling. (Breen, Bultjens, & Hing, 2003).
 - ▣ In Oregon, more gambling treatment seekers report learning where to call for help at a gaming venue (40%) than any other information source. (Moore & Marotta, 2009)

Where Help-seekers Get Their Information

Data from Oregon. Moore & Marotta (2009)



Advertising at gaming venue (40%)

Word of mouth (20%)

Yellow Pages (18%)

Web (12%)

TV ad (10%)

Radio, Print Ads, etc (less than 1%)

Questions? Comments?

Thank you

Further Reading

- Derevensky, J., Sklar, A., Gupta, R., & Messerlian, C. (2010). An empirical study examining the impact of gambling advertisements on adolescent gambling attitudes and behaviors. *International Journal of Mental Health and Addiction*, 8(1), 21-34.
- Griffiths, M. (2003). Does gambling advertising contribute to problem gambling? Invited paper given to the World Lottery Association Conference, London, U.K.
- Monaghan, S., Derevensky, J., & Sklar, A. (2008). Impact of gambling advertisements and marketing on children and adolescents: Policy recommendations to minimise harm. *Journal of Gambling Issues*, 252-274.
- Planzer, S., & Wardle, H. (2011). The comparative effectiveness of regulatory approaches and the impact of advertising on propensity for problem gambling. *Responsible Gambling Fund*.
- Williams, R. J., West, B. L., & Simpson, R. I. (2012). *Prevention of problem gambling: a comprehensive review of the evidence and identified best practices*. Ontario Problem Gambling Research Centre and the Ontario Ministry of Health and Long Term Care.