



**SAFER GAMBLING
WEEK 1-7 NOV 21**

Campaign Briefing

July 2021

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Introduction

Safer Gambling Week 1-7 November 2021

Following the success of Safer Gambling Week 2020, the gambling industry, led by its three trade associations, have announced that this year the event will take place from 1 – 7 November 2021.

The 2021 campaign will build on the growing success of the previous four years in which support and awareness have continued to increase. We introduced a new brand identity last year and this year minor adjustments have been made to the text of some campaign materials, in line with evolving research in the area of safer gambling messaging. Feedback and formal evaluation of previous years have also helped to inform this year's campaign too.

Safer Gambling Week has had, and continues to have, unprecedented support from across the industry, in all sectors; arcades, bingo clubs, bookmakers, casinos and online, both from operators affiliated to sector trade associations and those who are not, creating a genuine industry-wide campaign. The Irish Bookmakers Association and its members will be participating in the campaign again this year, as they have done in previous years.

Safer Gambling Week aims to reach the widest possible audience and stimulate conversations about safer gambling: engaging with customers, operators (land and online), associations, media owners, support agencies, influencer and training organisations, government agencies and, more broadly, the general public.

The key objectives of SG Week are to raise awareness of:

- how to gamble more safely
- the tools that are available to help customers gamble responsibly
- where to find more help and support for those who need it.

The trade associations driving SG Week, with the support of their membership, are:



This **Campaign Brief** provides an outline of this year's campaign, including details of the brand identity, request for operator involvement, promotional materials, social media and SG Week websites. The **Campaign Brief** is intended for those individuals involved in planning, development and implementation of SG Week and **NOT** as an operational guide to be shared in its entirety with those working in more frontline roles.

Supporting organisations may wish to share some of the information contained in this **Brief** with key operational staff. A WORD version of this **Brief** is available by request for those who may wish to add information and/or tailor it to their organisation's style/needs before circulating.

The next **Campaign Briefs**, in later in July and in September, will provide more information about digital material and PR and social media, in addition to a general campaign update.

A full **Safer Gambling Week Promotional Brief** aimed at front line staff will also be supplied in October and made available to all organisations. A WORD version of this **Brief** will also be available by request, for organisations who wish to tailor content to accommodate organisation/sector specific aspects of SG Week activities and procedures.

The latest news and other materials can be found at www.safergamblingweek.org with materials and Campaign Briefs available to registered users in the RESOURCES section of the website.

Shared and Consistent Approach

The SG Week Team will continue to coordinate activity across participating trade associations, operators and organisations.

Supporting trade associations will liaise with their members, acting as the point of contact for ALL operators in their respective sector, helping to ensure consistency of message within the sector and to co-ordinate sector requirements and issues. They will also assist in cascading updates and briefs, which will also be available online.

A shared and consistent approach to SG Week will maximise efficiency and impact of the campaign. To this end, each supporting trade association has obtained from its members a minimum commitment for promotional activities to be undertaken for SG Week. These are set out in a checklist for each trade association, copies of which are in the appendices. It is important to note that these are minimum commitments for the industry and operators are encouraged to go beyond these, through additional activities as well as utilising any partnerships they have with other sectors, such as sport.

The nature of the commitment varies between associations, but each is committed to:

- using core branding design and messaging devised for SG Week
- engaging with, and supporting, SG Week social media activity
- encouraging members to use core branding design and messaging devised for SG Week
- encouraging members to promote the SG Week website and social media channels
- encouraging members to engage with, and support, SG Week social media activity
- promoting SG Week through their own website and communication vehicles, such as trade publications and member bulletins
- avoiding all non-national SG Week PR activity in the week immediately prior to and during SG Week and encouraging members where practicable to do likewise.

All Participants

To maximise the impact of SG Week and the industry's efforts to raise the visibility of safer gambling messages during the Week, we are asking all participants to consider undertaking the following list of activities in the lead up to, and during, SG Week.

Social Media

- ☐ Like and follow SG Week channels (Twitter, Facebook, Instagram)
- ☐ Like and share/re-post a selection of SG Week posts (at least 1 for the week)
- ☐ Donate budget/credit for undertaking social media advertising (boost)*

Advertising

- ☐ Donate some existing advertising space for use by SG Week – broadcast, online and print*
- ☐ Advertising campaigns – include information about SG Week on insertions running immediately before, during and after the Week – either an end frame or bottom of page/screen strip*

**any financial expenditure can go towards the calculation of RET spend*

PR and Events

- ☐ Press Releases – on appropriate topics, include information on the company's support of SG Week in the Notes to Editors
- ☐ Customer and Staff events – if you are organising real-time or online events during SG Week, let us know so we can support and promote what you are doing

Additional Support

We are interested in supporting any other initiatives and sponsorships that you are considering to help promote SG Week. As a central resource, we have a wide variety of infographic material, video clips and collateral which are available to you, with bespoke sizes and specifications available by request.

Please contact us: info@safergamblingweek.org

Marketing – Design and Identity

The SG Week branding and identity has been designed specifically for Safer Gambling Week, with a colour scheme and logo which provides a clear, strong and visually impactful identity for the campaign.

The campaign's visual identity was updated last year and remains unchanged for 2021.



The brand visual identity consists of the core colours of orange and blue used for the previous four years in addition to a secondary colour palette of six bold accent colours. For more details, the Brand Guidelines are available in the RESOURCES section of the website www.safergamblingweek.org

The key headline for the SG Week campaign remains:

"Let's Talk About Safer Gambling"

Continuing with the campaign's popular and easily accessible theme of conversation, the simple speech bubble design device continues to be part of the identity. The set of icons created for sector representation will also be retained.

The visual identity for Safer Gambling Week 2021 has been used to create a full range of marketing resources, promotional materials and branding devices. These include:

- branding materials: that can be applied to images, web pages, letter head etc.
- promotional materials: print and digital formats
- social media posts
- video content: long and short versions – due later in July
- Safer Gambling UK website: www.safergamblingUK.org
- Safer Gambling Week website: www.safergamblingweek.org

A full copy of the new Brand Guidelines and supporting key artworks are available to download from the website for those organisations who may wish to produce their own materials and/or add the SG Week 2021 branding to materials and websites being produced.

Marketing – Materials

In addition to the logo artworks and brand guidelines, marketing materials cover two key areas:

- **SG Week – Promotion and Support:**

Highlighting the campaign logo, dates and key points of contact for more information on safer gambling and SG Week.

- **SG Week – Messaging:**

A range of six different messages/conversation prompts, each produced in a range of materials, with contact detail for information and advice in the body copy and SG Week logo, web address and social media accounts in the 'lock-up'.

Artwork for both types of messaging is available for use in Great Britain and Ireland. Please ensure you select the right version for the area you are operating in. Whilst some items are the same for all areas, some provide different contact information. A separate **Campaign Brief** document is available for those operating in Ireland.

Artwork is available for a range of items, produced in accordance with the Brand Guidelines, and can be accessed online, in the RESOURCES section of the Safer Gambling Week website by all SG Week participants and registered supporters. The artwork includes the following:

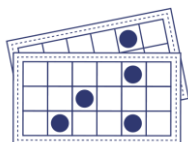
- Posters – various sizes, A4 – A0, landscape and portrait
- DL Leaflets: two versions
- A6 Leaflet
- Business Cards
- Portable Pull Up banners
- Animated Posters: gifs for monitors and online
- Online pop-up artwork for website logon
- Webs banners
- Social media posts, Basic and Messaging, for Facebook, Twitter and Instagram
- Social media posts of Behaviour Infographics for Facebook, Twitter and Instagram
- Badges/T-shirts/Pens/Beer mats
- Press and online adverts (by request)
- Video files for machine top box (by request)

Promotion and Support Materials

These artworks, produced in accordance with the Brand Guidelines, have been created for use prior to, and during, SG Week. Some are provided as artworks for use in other materials, while others are provided as completed items, ready to use either online or for print.

Items are available online in the RESOURCES section of the Safer Gambling Week website.

Sector Icons



BINGO



MACHINES



BOOKMAKERS



CASINO



ONLINE

Posters

Available in Landscape and Portrait in a range of sizes, A4 – A0:

PORTRAIT VERSION



LANDSCAPE VERSION



A simple animated version of this poster is also available in mp4 format for use on digital screens.

DL Leaflets

Available in two versions, each with the same front:

Side 1 – simple promotional message – Let's talk about...

Side 2 – contact information OR a two behaviours and key contact details

SIDE 1



SIDE 2 – two options

Let's talk about safer gambling

Always remember...

- Only spend what you can afford
- Set your limits for time and money

To find out more:

- Speak to a member of staff at the place you gamble
- Visit safergamblinguk.org
- Call the FREE, confidential National Gambling Helpline **0808 8020 133**
OPEN: 24 hours a day, every day
- Visit Gamcare.org.uk and chat online with an adviser

@SGWeek21 #SGWeek21 **SAFER GAMBLING WEEK 1-7 NOV 21**

Let's talk about safer gambling

- Speak to a member of staff at the place you gamble
- Visit safergamblinguk.org
- Call the FREE, confidential National Gambling Helpline **0808 8020 133**
OPEN: 24 hours a day, every day
- Visit Gamcare.org.uk and chat online with an adviser

@SGWeek21 #SGWeek21 **SAFER GAMBLING WEEK 1-7 NOV 21**

A6 Leaflet

Double sided:

Side 1 – simple promotional message – Let's talk about...

Side 2 – range of contact options for information and support

SIDE 1

**SAFER GAMBLING
WEEK 1-7 NOV 21**

**Let's talk about
Safer Gambling...**

Find out more:

- safergamblinguk.org
- National Gambling Helpline
- 0808 8020 133 FREE call**

@SGWeek21 #SGWeek21

SIDE 2

Let's talk about safer gambling

- Speak to a member of staff at the place you gamble
- Visit safergamblinguk.org
- Call the FREE, confidential National Gambling Helpline **0808 8020 133**
OPEN: 24 hours a day, every day
- Visit Gamcare.org.uk and chat online with an adviser

@SGWeek21 #SGWeek21 **SAFER GAMBLING WEEK 1-7 NOV 21**

Business Card

Standard sized business card, landscape, double sided:

Side 1 – simple promotional message, Let's talk about...

Side 2 – contact options for information and support



Pull Up Banner

Messaging to reflect other POS



Social Media Posts

Single posts for each of the following four behaviours, formatted for Facebook, Twitter and Instagram:

- Only spend what you can afford
- Set your limits for time and money
- Gambling is not the answer to any problem
- Gambling shouldn't interfere with your personal relationships

Example behaviour posts:



Promotional Posts - two styles formatted for Facebook, Twitter and Instagram:



Web Banner



These can be produced to size upon request and should link through to www.safergamblinguk.org

Website Pop-up

Designed for use on websites, triggered by a given activity such as signing in:



Promotional Merchandise

The SG Week logo can easily be reproduced on a range of promotional merchandise, from balloons to pens, from T-shirts to button badges. We have artwork for use on some of these items, which you can share with your promotions company to get their input and ideas.



Alternative Language Versions

Some of the above items will be made available in the following languages:

Welsh
Chinese (Mandarin)
Arabic
Polish
Romanian

Registered SG Week supporters will be notified when this material becomes available to download later in July.

Messaging Materials

Artwork for a range of items, produced in accordance with the Brand Guidelines, is available online, in the RESOURCES section of the Safer Gambling Week website.

This year, we have made small changes to some of the messages to reflect research over the past year around safer gambling messaging. There are six messages, each using a different accent colour from the Brand Guidelines.

SG Week 2021 Messages:

- Ask yourself... Are you past your spending limit? (accent colour aqua)
- Remember... It's good to set yourself limits (accent colour yellow)
- Remember... It's good to take a break (accent colour pink)
- Play smart... Don't chase your losses (accent colour green)
- Remember... Friends and family are more important than gambling (accent colour blue)
- Remember... Gambling is not a way to make money (accent colour purple)



Each 'message' is deployed across a range of materials, the artwork and files for which are available to download from the SG Week website.

N.B. ALL artworks and files for a given message set are provided as a single download: download the full set and discard any files that you do not want.

Some of the items have different contact details – either for Great Britain, or for Ireland. Please ensure you download the set that is correct for the country in which you are operating.

If a file format or piece of artwork that you need is not provided in the download of artwork files, please email artwork@safergamblingweek.org stating clearly your name, organisation name, contact telephone number where you can be reached along with the 'message' that you need, details of the size and format of the artwork and any deadline.

SG Week 2021 Messages – Video files

Each of the SG Week 2021 messages are also available as video files, formatted for a wide range of gaming machine top box screens and available in varying sizes and resolutions.

Key machine manufacturers and suppliers have worked with us to ensure that these files can be supplied/displayed on the majority of machines, within many different venues. Please contact your machine supplier/team and ask them to display SG Week messaging on machines immediately prior to, and during, SG Week. Alternatively ask your machine supplier/team to contact us about access to SG Week video files : info@safergamblingweek.org

Example Message Artwork Set

Below are example visuals of the material formats that are provided for each of the six messages, using 'Remember... Gambling Is not a way to make money' as an example:

Posters

Available in Landscape and Portrait in a range of sizes, A4 – A0:

LANDSCAPE



A simple animated version of this poster is also available in mp4 format for use on digital screens.

PORTRAIT



Pull Up Banner



DL Leaflets

Available in two versions, each with the same front:

Side 1 – message

Side 2 – a range of contact options for information and support OR details of two behaviours to help gamble more safely and contact details

SIDE 1



SIDE 2 – option 1



SIDE 2 – option 2



A6 Leaflets

Double sided:

Side 1 – message

Side 2 – range of contact options for information and support



Business Card

Standard sized business card, landscape, double sided:
Side 1 – message
side 2 – contact options for information and support



Social Media Posts

Message Posts – two styles formatted for Facebook, Twitter and Instagram:



Web Banners



These are provided in two letter box formats but can be produced to any size upon request and should link through to: www.safergamblinguk.org

Requests for different sizes should be made by email to artwork@safergamblingweek.org stating clearly your name, organisation name, contact telephone number where you can be reached along with the 'message' that you need, details of the size and format and any deadline.

Website Pop-up

Designed for use on websites, triggered by a given activity such as signing in:



Use of Marketing Materials

A single supporter should use BASIC material in the run-up to the Week and then choose a minimum of 1 - 3 MESSAGES for use immediately prior to and throughout SG Week. For example, a single venue may wish to take the following materials and use them as described below:

Announcement and Promotion pre SG Week:

PRINT

- BASIC Posters in portrait: sized A1 x 4
- BASIC Portable Pop-up Banners x 2
- BASIC DL Leaflet - further information & advice + Key Behaviours and Icons x 200

DIGITAL

- BASIC Social media posts for Facebook, Twitter and Instagram
- Web banner - with link

Messaging prior to and throughout SG Week

PRINT - for 3 selected messages - in venues

- Posters in portrait: sized A4 x 30 (10 of each message)
- DL Leaflet - Version 2: further information & advise points + Key Messages & Icons x 300 (100 of each message)
- OR
- A6 Leaflet - further information and points of contact x 150 (50 of each message)

DIGITAL

- Social media posts - for the 3 messages used for print, plus 3 extra
- Social media post - Individual Key Behaviour posts - all 5
- Social media avatars takeover for SG Week
- Web banners - for the 3 messages used for print items

Merchandise

- T Shirt – Option 1 – download artwork and send to your t-shirt printer (3xS, 3xM, 3xL, 1xXL)
- Button badge – download artwork and send to your promotional merchandise company for production

Implementation and Use

1-4 weeks prior to SG Week 2021:

- BASIC A1 posters can be put in A1 frames in venue and light boxes
- BASCI Pull-up banners can be placed by reception and sales desks
- BASIC DL Leaflets made available at reception, sales and bar/diner
- BASIC Web banner put live on home page with link
- BASIC Social media posts made

1 Week prior and for SG Week

Existing material remains up in venue/online and the following are added:

- MESSAGE A4 posters displayed around club, alternating messages in frames next to each other
- MESSAGE DL leaflets are shuffled together, and handed out at reception/sales
- MESSAGE A6 leaflets are placed on table and/or in menu holders on tables, alternating messages
- Social Media Avatars added to Facebook, Twitter and Instagram accounts for the week
- MESSAGE social media posts, one message post per day, the same message to all channels.
- Social Media : post a Key Behaviour, one per day, repeating first 2 Key Messages on day 6 and 7 of the week
- MESSAGE Web site banner – landscape: mix SG Week message banners in with existing ads on page carousels
- MESSAGE Website login pop-up – 3 messages, alternating at login
- Identify 10 SG Week Champions and ask them to wear t-shirt at work
- Hand out button badge to all staff and ask them to wear while on duty.

Production of Materials

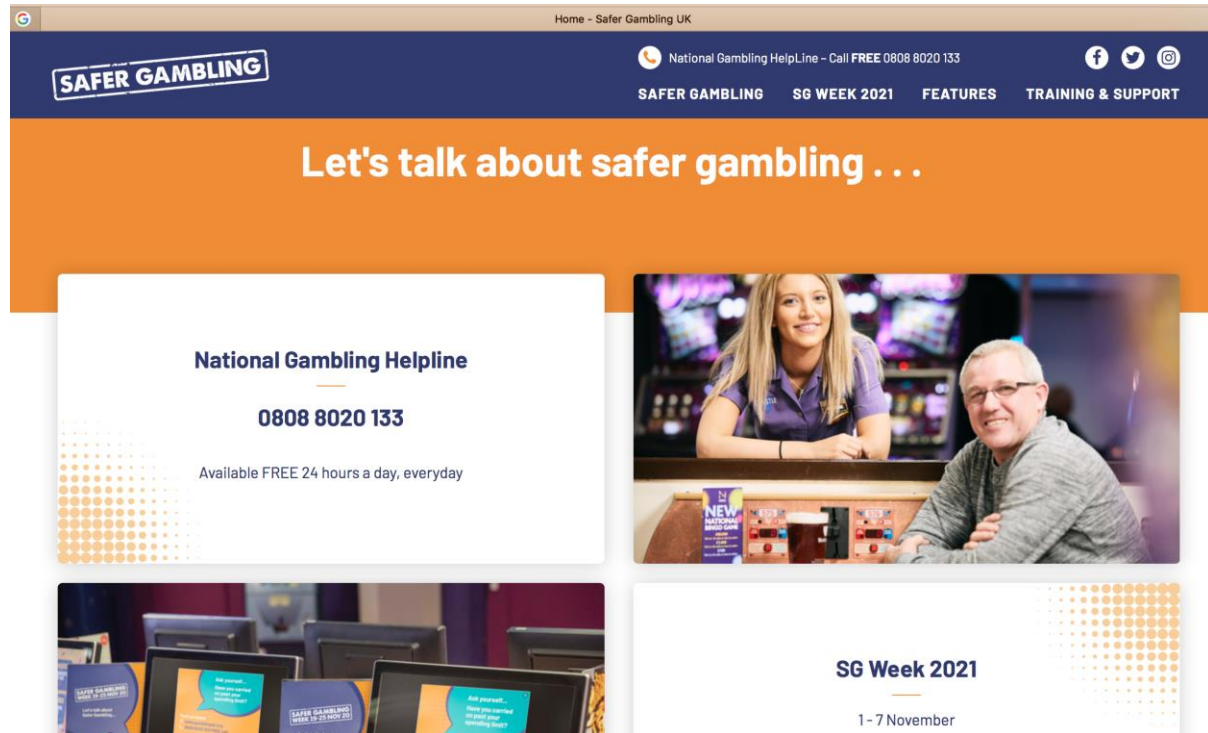
Trade Associations will liaise with their members and agree how materials are to be produced. Options include:

- undertaking production of a selected range of materials and supplying them direct to all their members
- producing items to support smaller operators, while agreeing for larger operators to undertake their own production and distribution
- not undertaking production of material for members but directing them instead to available artwork.

Websites

Safer Gambling Website

www.safergamblinguk.org

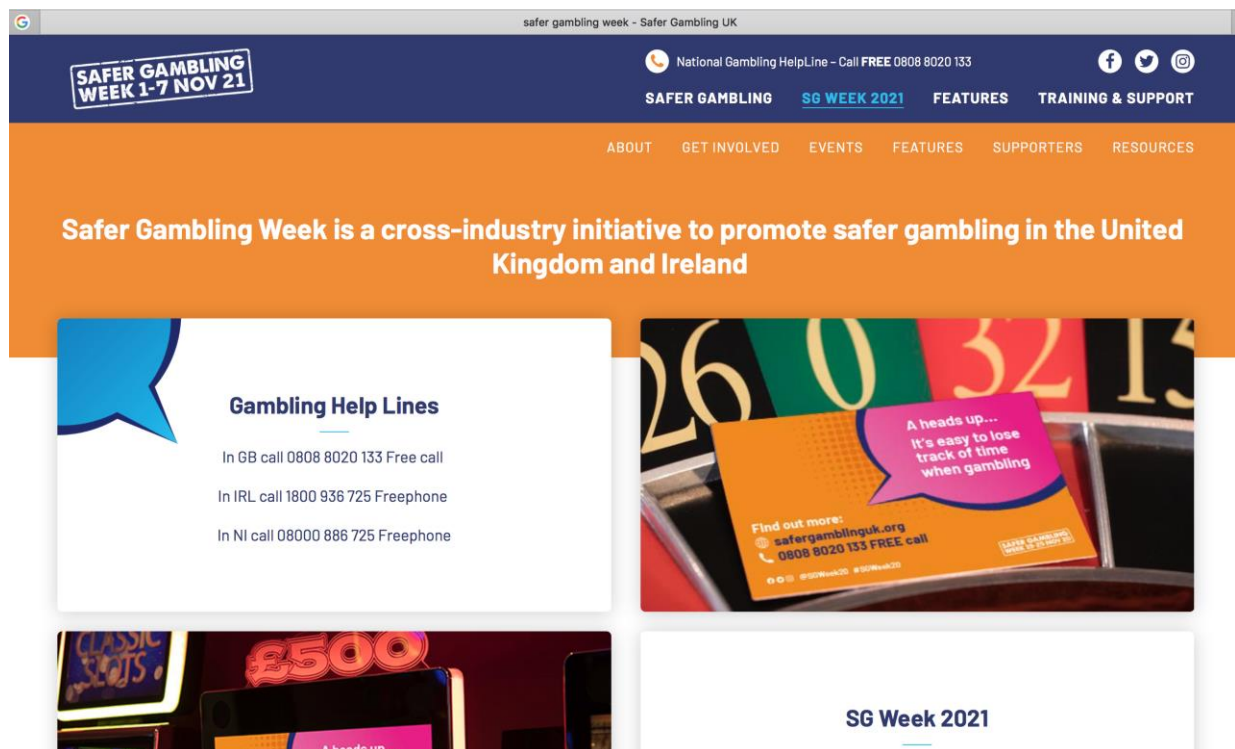


This is a consumer-facing site that is the focal point of the campaign. The website address is included on all promotional material – print and digital – and it provides information on:

- Safer gambling: what it is, what signs there are that you may need to gamble more safely and what tools are available to help you
- Training: a wide range of training and resources for individuals and organisations seeking to understand and address gambling-related issues and harm provided by GamCare, GambleAware, YGAM and other organisations. Links are provided to each.
- Support: details, with links, to a large number of organisations offering support to individuals affected by, and those working with, gambling related harm.
- Features: articles and information on safer gambling initiatives that take place and run throughout the year.

Safer Gambling Week Website

www.safergamblingweek.org



The website provides access to:

- information about SG Week
- resources to promote and support the campaign
- media resources
- details of those organisations that support responsible gambling and SG Week
- details of how to get involved in the campaign

This website allows us to show ALL the organisations who agree to support SG Week. It also helps give the campaign greater visibility, particularly in the online space, and provides an accessible point of presence enabling organisations and media to contact the campaign team with any queries or requests, quickly and easily.

SG Week – Supporters

If your company logo is not currently shown on the Supporters page and you would like to be added please supply your organisation's logos on a clear background (in PNG or JPEG format) and sized at 150 x 100 pixels, along with the website URL for your safer gambling page that you would like us to link to, in addition to confirming which trade association you belong to and or the nature of your commitment to SG Week 2021.

Supplied and approved logos will be added to the website as quickly as possible.

Social Media

Over the last four years SG Week has successfully built up over two and a half thousand followers on Facebook, Twitter and Instagram. Social media is a vital part of the campaign and is a key tool for cascading, sharing and engaging with supporting organisations as well as the broader general public.

A single operator tweeting or sharing a Safer Gambling Week post with their own social media following has a **significant impact** on our impressions for the campaign so please do continue to share our content as in previous years.

SG Week social media accounts on Facebook, Twitter and Instagram are being updated for this year's campaign and can be found through the following links below.

Twitter: <https://twitter.com/SGWeek21>



We ask that individuals, businesses, venues and trade associations who are not currently following the account to do so now @SGWeek21 and get ready to join the conversation.

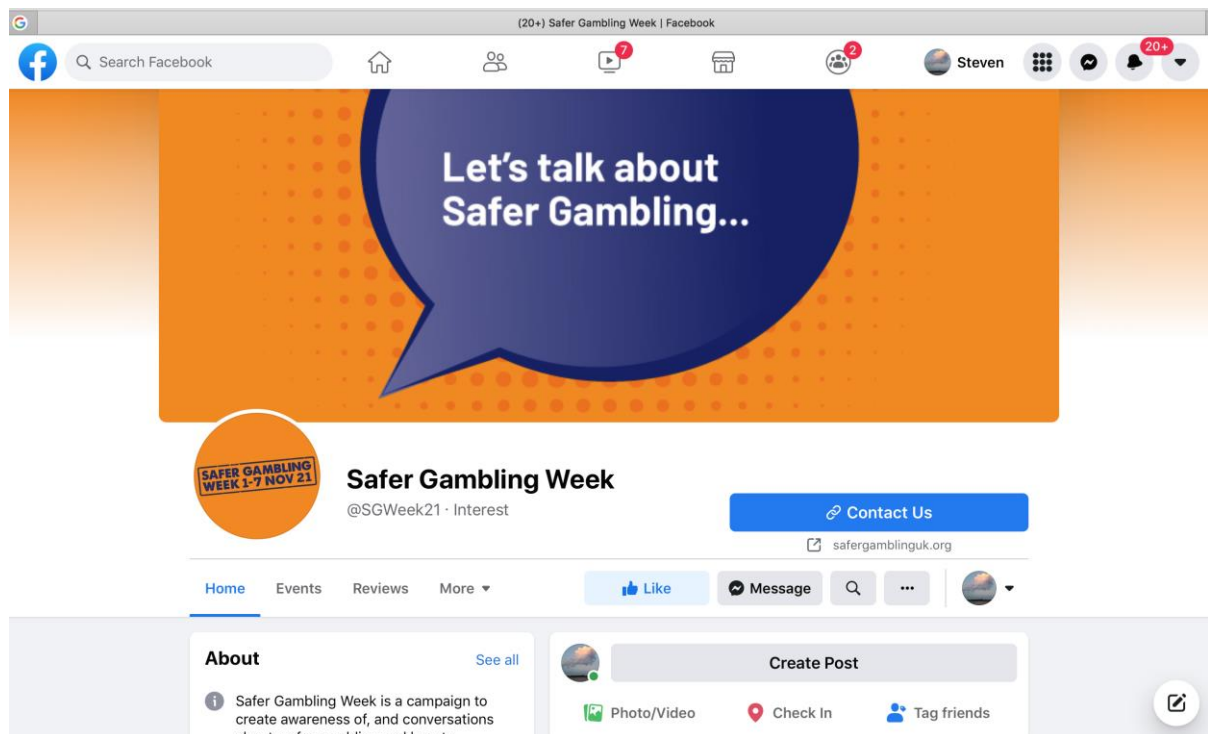
A full calendar of Tweets and social media activity is being prepared and will cover the period from October to 7 November. Ad hoc tweets about SG Week will be posted as they happen.

A key part of building the audience and expanding message reach will be active participation by venues, businesses and staff supporting the week: share your SGWeek21 activities and posts.

Tweet at or mention @SGWeek21 in Tweets and we will like and re-Tweet with a name check.

Hashtag: #SGWeek21

Facebook: <https://www.facebook.com/SGWeek21>



We ask that individuals, businesses, venues and trade associations who are not currently following the account to do so now @SGWeek21 and get ready to join the conversation.

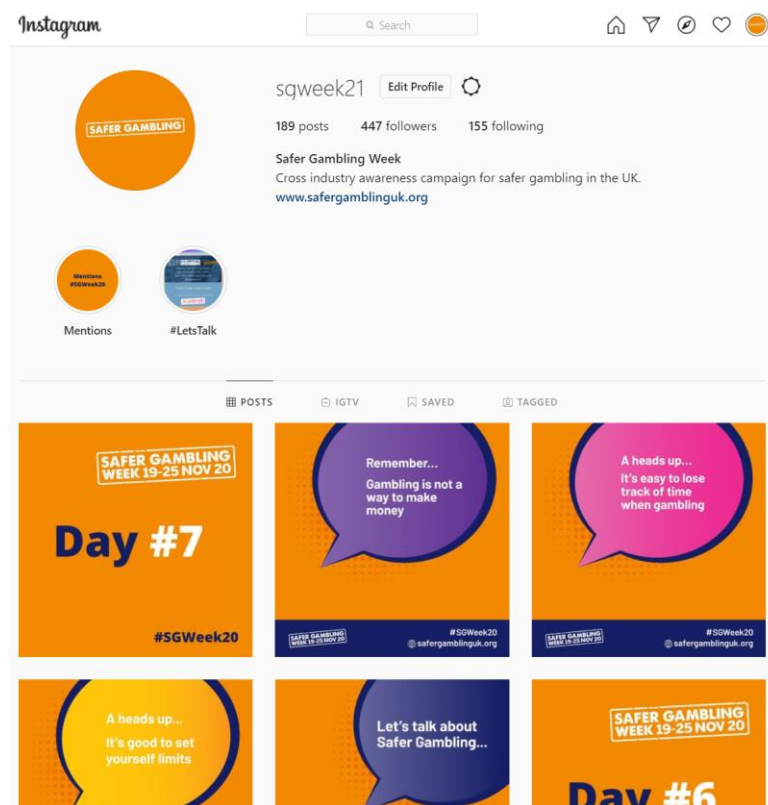
A full calendar of posts is being prepared and will cover the period from October to 7 November. Ad hoc tweets about the Week will be posted as they happen.

A key part of building the audience and expanding message reach will be active participation by venues, businesses and staff supporting the week: share your SGWeek21 activities and posts.

Post about SG Week 2021 and tag @SGWeek21: we will like and re-post with a name check.

Hashtag: #SGWeek2021

Instagram: <https://www.instagram.com/sqweek21/>



We ask that individuals, businesses, venues and trade associations who are not currently following the account to do so now @SGWeek21 and get ready to join the conversation.

A full calendar of posts is being prepared and will cover the period from October to 7 November. Ad hoc tweets about SG Week will be posted as they happen.

A key part of building the audience and expanding message reach will be active participation by venues, businesses and staff supporting the week: share your SGWeek21 activities and posts.

Post about SG Week 2021 and tag @SGWeek21: we will like and re-post with a name check. Instagram is also a great platform for sharing stories of what you and your organisation are doing, as well as main posts.

Hashtag: #SGWeek21

Every trade association, business, participating venue and website brand with a Facebook, Twitter and/or Instagram account should all be following this as part of their minimum commitment to SG Week. Please ensure that social media teams in trade associations and member businesses are aware of the campaign and are following @SGWeek21 social media accounts.

Advertising

The campaign does not have budget to cover the costs of media but can provide artwork at no charge for donated media space in print and digital publications and websites, as well as for social media.

Where possible we ask organisations to donate media space: either from their existing schedule, or, if a media owner, any space in print and online.

If your organisation or any supplier is considering donating space, at any time, but particularly in the run-up to SG Week in October, it would be helpful to know about this in advance, even if it is only in principle and the exact size and date of the space is not yet fixed.

To register your interest in providing free advertising space, both in print and online, or to request FREE artwork please contact:

pr@safergamblingweek.org

Please state the publication title, size of space offered (if known), mechanicals and artwork file format required if hi res PDF is not acceptable, deadline date for any artwork request and anticipated date of publication along with contact details.

Staff Engagement

It is important that key staff who may be involved in the planning, scheduling and implementation of SG Week material, messaging and/or activity are involved as early as possible and kept informed about SG Week.

Cascading **Campaign Briefs** and circulating updates will be key to ensuring that each organisation is prepared and able to maximise its support of and participation in the Week.

Organisations may wish to appoint an SG Week 2021 Champion and/or create an SG Week Team, inviting them to register for access to the RESOURCES section of the SG Week website.

Further **Campaign Briefs** will be produced over the coming weeks that will be shared, via trade associations, and will be available to registered users on the Safer Gambling Week website in the RESOURCES section.

Key Actions – July 2021

- Ensure that all key personnel are aware that SG Week 2021 is taking place and the dates: 1-7 November
- Ensure social media managers are aware of dates, briefed and following SG Week social media channels
- Ask key team member to lead and manage preparation for, and implementation of, the agreed activities for SG Week 2021
- Ask SG Week team leader to register for RESOURCES section of the SG Week website at www.safergamblingweek.org if they have not already done so.
- If you have not already done so, email an appropriate web friendly version of your logo (either as a png file or a jpeg on a white background – size 150 x 100 pixels) to artwork@safergamblingweek.org and confirm the URL that the logo should link to.
- Explore options for provision of free advertising space – in print and online and notify pr@safergamblingweek.org

Key Contacts

For Safer Gambling Week (SG Week2021) Deborah Roil deborah.roil@safergamblingweek.org

Trade Association SG Week 2021 Key Contacts:

Betting and Gaming Council (BGC): Nicole Garrett (nicole.garrett@bettingandgamingcouncil.com)

The Bingo Association (BA): Steve Baldwin (steven@bingo-association.co.uk)

British Amusement Catering Trade Association (BACTA): John White (john.white@bacta.org.uk)

Irish Bookmakers Association (IBA): Sharon Byrne (info@irishbookmakersassociation.com)

Appendix I – Checklist for BGC Members

Safer Gambling Week is an annual cross-industry awareness campaign promoting safer gambling. The gambling industry, via its three trade associations (BGC, bacta and The Bingo Association), funds core resources including branding identity, digital point of sale (POS), POS with social responsibility messaging and general PR and media support around SG Week.

The effectiveness and success of SG Week is entirely dependent on the involvement and support of the industry. Outlined below is a check list of the activities which BGC has agreed is the minimum level of commitment required from BGC members in the lead up to, and during, SG Week, to maximise the impact of the campaign. There is also a check list of additional, optional ways in which BGC members can engage with and promote SG Week.

Minimum Commitment

In-Venue

- ✓ Full-shop window takeover with SG Week collateral (betting shops)
- ✓ Leaflets and/or business card hand-outs available in-venue
- ✓ SG Week messaging on electronic rolling signs and other digital screens in-venue
- ✓ SG Week dedicated email to all customers with information about safer gambling, the responsible gambling tools available to help and a **link to the SG Week website** (www.safergamblinguk.org)
- ✓ Display SG Week content and messaging on top-screens of machines

Online (Website)

- ✓ SG Week logo (**with link** to www.safergamblinguk.org) present on home page on all sites and/or SG Week banner ad on home page **with link**.
- ✓ SG Week pop up to appear on first occasion a customer logs into their account to highlight the campaign and all responsible gambling tools available; **OR** SG Week dedicated email to all members during SG Week
- ✓ To use any tracking code required for monitoring purposes
- ✓ Request all affiliate companies with whom you work, to actively participate in the SG Week campaign on their digital and social media channels, including the above online commitments.

Social Media

- ✓ Like and follow SG Week channels (Twitter, Facebook, Instagram) by **1st August 2021**
- ✓ Like and share/re-post a selection of SG Week posts on all relevant social media channels (**at least 1 per day for each day of SG Week**)
- ✓ Add an SG Week overlay to all existing/planned content on social media during SG Week, provided that the post content is **NOT** promotion of, or inducement to, bet/gamble
- ✓ Create SG Week specific content for use on social media platforms (Twitter, Facebook, Instagram) for all brands, accommodating SG Week hashtag/s and SG Week web address www.safergamblinguk.org, with **minimum of 1 post per day for each day of SG Week**.

Evaluation Information

To assist in assessing the success of SG Week, we will be asking operators to respond to a questionnaire, outlining the activities and events they undertook for SG Week. As part of this, we will need several key statistics from all participating operators, for the week leading up to, and post, SG Week, and for the week itself. They will include the following:

- ✓ Number of sessions on the safer gambling pages of your website(s)
- ✓ Number of SG Week emails sent to customers, with associated open rates and click-through rates
- ✓ Numbers of customers setting limits (money and time)
- ✓ Numbers of safer gambling conversations (**NOT** customer interactions) held with customers
- ✓ Where advertising space is donated, or an SG Week logo or message is included in the insertion (broadcast, print or online), provide an approximate indication of audience reach
- ✓ Where sponsorship opportunities are donated, to provide an indication of audience reach across all formats used

Please Note: Only aggregated information will be published; statistics from individual operators will remain confidential. Final details on the statistics that will be required will be confirmed well in advance of SG Week this year.

Additional Support - Optional

For those operators that wish to engage as fully as possible, there are many ways in which in which you can contribute further to SG Week and help ensure that safer gambling awareness and information reaches all key audiences. These could include any of the following, for example:

- ✓ Donate some existing advertising space (broadcast, online and print), or spend (if social media), for use with SG Week content*
- ✓ Include information about SG Week on each insertion/slot: SG Week logo, date, web address and hashtag, on advertising campaigns that are running immediately prior to, and during, SG Week, that are **NOT** for a promotion with an inducement to gamble/bet
- ✓ Brand ambassador videos – for use on social media
- ✓ Brand ambassador supporting quotes for use in PR campaign
- ✓ Donate use of sponsorship packages for SG Week messaging during SG Week
- ✓ Staff awareness and training events

**any financial expenditure will go towards BGC calculation of RET spend across membership and credit can be made in SG materials and web site*

We are interested in supporting any other initiatives and promotional opportunities that you are considering to help promote SG Week.

As a central resource, we have a wide variety of infographic material, video clips and collateral which are available to you, with bespoke sizes and specifications available by request. Please do get in touch with your ideas and see how we can help.

Finally, if you are organising real-time or online events during SG Week, let us know so we can support and promote what you are doing.

Please contact us: info@safergamblingweek.org

Appendix II – Checklist for Bingo Association Members

Safer Gambling Week is an annual cross-industry awareness campaign promoting safer gambling. The gambling industry, via its three trade associations (BGC, The Bingo Association and bcta), funds core resources including branding identity, digital point of sale (POS), POS with social responsibility messaging and general PR and media support around SG Week.

The effectiveness and success of SG Week is entirely dependent on the involvement and support of the industry. Outlined below is a check list of the activities which The Bingo Association has agreed is the minimum level of commitment required from BA members in the lead up to, and during, SG Week, to maximise the impact of the campaign. There is also a check list of additional, optional ways in which BA members can engage with, and promote, SG Week.

Minimum Commitment

In-Venue

- ✓ Entrance profile banners
- ✓ Leaflets and/or business card hand-outs available in-venue
- ✓ SG Week messaging on electronic rolling signs and other digital screens in-venue
- ✓ SG Week dedicated email to all customers with information about safer gambling, the responsible gambling tools available to help and a link to the SG Week website (www.safergamblinguk.org)
- ✓ Display SG Week content and messaging on top-screens of machines

Online (Website)

- ✓ SG Week logo (**with link** to www.safergamblinguk.org) present on home page on all sites and/or SG Week banner ad on home page **with link**.
- ✓ To use any tracking code required for monitoring purposes

Social Media

- ✓ Like and follow SG Week channels (Twitter, Facebook, Instagram) by **1st August 2021**
- ✓ Like and share/re-post a selection of SG Week posts on all relevant social media channels (**at least 1 a day during SG Week**)
- ✓ Add an SG Week overlay to all existing/planned content on social media during SG Week, provided that the post content is **NOT** promotion of, or inducement to, bet/gamble
- ✓ Create SG Week specific content for use on social media platforms (Twitter, Facebook, Instagram) for all brands, accommodating SG Week hashtag/s and SG Week web address www.safergamblinguk.org, with **minimum of 1 post per day for each day of SG Week**.

Evaluation Information

To assist in assessing the success of SG Week, we will be asking operators to respond to a questionnaire, outlining the activities and events they undertook for SG Week and providing feedback on the campaign. As part of this, we will need several key statistics from all participating operators. They will include the following:

- ✓ Number of sessions on the responsible gambling pages of your website(s)
- ✓ Number of SG Week emails sent to customers, with associated open rates and click-through rates

- ✓ Numbers of customers setting limits (money and time)
- ✓ Numbers of responsible or safer gambling conversations (**NOT** customer interactions) held with customers
- ✓ Where advertising space is donated, or an SG Week logo or message is included in the insertion (broadcast, print or online), provide an approximate indication of audience reach
- ✓ Where sponsorship opportunities are donated, to provide an indication of audience reach across all formats used

Please Note: Only aggregated information will be published; statistics from individual operators will remain confidential. Final details on the statistics that will be required will be confirmed in advance of SG Week this year.

Additional Support - Optional

For those operators that wish to engage as fully as possible, there are many ways in which in which you can contribute further to SG Week and help ensure that safer gambling awareness and information reaches all key audiences. These could include any of the following, for example:

- ✓ Donate some existing advertising space (broadcast, online and print), or spend (if social media), for use with SG Week content
- ✓ Include information about SG Week on each insertion/slot: SG Week logo, date, web address and hashtag, on advertising campaigns that are running immediately prior to, and during, SG Week, that are **NOT** for a promotion with an inducement to gamble/bet
- ✓ Brand ambassador videos – for use on social media
- ✓ Brand ambassador supporting quotes for use in PR campaign
- ✓ Donate use of sponsorship packages for SG Week messaging during SG Week
- ✓ Staff awareness and training events

We are interested in supporting any other initiatives and promotional opportunities that you are considering to help promote SG Week.

As a central resource, we have a wide variety of infographic material, video clips and collateral which are available to you, with bespoke sizes and specifications available by request. Please do get in touch with your ideas and see how we can help.

Finally, if you are organising real-time or online events during SG Week, let us know so we can support and promote what you are doing.

Please contact us: info@safergamblingweek.org

Appendix III – Checklist for bacta Members

Safer Gambling Week is an annual cross-industry awareness campaign promoting safer gambling. The gambling industry, via its three trade associations (BGC, The Bingo Association and bacta), funds core resources including branding identity, digital point of sale (POS), POS with social responsibility messaging and general PR and media support around SG Week.

The effectiveness and success of SG Week is dependent on the involvement and support of the industry. Outlined below is a check list of the activities which bacta has agreed is the minimum level of commitment required from bacta members in the lead up to, and during, SG Week, to maximise the impact of the campaign. There is also a check list of additional, optional ways in which bacta members can engage with and promote SG Week.

Minimum Commitment

In-Venue

- ✓ Partial window take-overs with SG Week collateral
- ✓ Leaflets and/or business card hand-outs available in-shop
- ✓ SG Week messaging on electronic rolling signs and other digital screens in-shop
- ✓ SG Week dedicated email to all customers with information about safer gambling, the responsible gambling tools available to help and a **link to the SG Week website** (www.safergamblinguk.org)
- ✓ Display SG Week content and messaging on top-screens of machines

Online (Website)

- ✓ SG Week logo (**with link** to www.safergamblinguk.org) present on home page on all sites and/or SG Week banner ad on home page **with link**.
- ✓ To use any tracking code required for monitoring purposes

Social Media

- ✓ Like and follow SG Week channels (Twitter, Facebook, Instagram) by **1st August 2021**
- ✓ Like and share/re-post a selection of SG Week posts on all relevant social media channels (**at least 1 a day during SG Week**)
- ✓ Add an SG Week overlay to all existing/planned content on social media during SG Week, provided that the post content is **NOT** promotion of, or inducement to, bet/gamble
- ✓ Create SG Week specific content for use on social media platforms (Twitter, Facebook, Instagram) for all brands, accommodating SG Week hashtag/s and SG Week web address www.safergamblinguk.org, with **minimum of 1 post per day for each day of SG Week**

Evaluation Information

To assist in assessing the success of SG Week, we will be asking operators to respond to a questionnaire, outlining the activities and events they undertook for SG Week and providing feedback on the campaign. As part of this, we will need several key statistics from all participating operators. They will include the following:

- ✓ Number of sessions on the responsible gambling pages of your website(s)
- ✓ Number of SG Week emails sent to customers, with associated open rates and click-through rates

- ✓ Numbers of customers setting limits (money and time)
- ✓ Numbers of responsible or safer gambling conversations (**NOT** customer interactions) held with customers
- ✓ Where advertising space is donated, or an SG Week logo or message is included in the insertion (broadcast, print or online), provide an approximate indication of audience reach
- ✓ Where sponsorship opportunities are donated, to provide an indication of audience reach across all formats used

Please Note: Only aggregated information will be published; statistics from individual operators will remain confidential. Final details on the statistics that will be required will be confirmed in advance of SG Week this year.

Additional Support - Optional

For those operators that wish to engage as fully as possible, there are many ways in which in which you can contribute further to SG Week and help ensure that safer gambling awareness and information reaches all key audiences. These could include any of the following, for example:

- ✓ Donate some existing advertising space (broadcast, online and print), or spend (if social media), for use with SG Week content
- ✓ Include information about SG Week on each insertion/slot: SG Week logo, date, web address and hashtag, on advertising campaigns that are running immediately prior to, and during, SG Week, that are **NOT** for a promotion with an inducement to gamble/bet
- ✓ Brand ambassador videos – for use on social media
- ✓ Brand ambassador supporting quotes for use in PR campaign
- ✓ Donate use of sponsorship packages for SG Week messaging during SG Week
- ✓ Staff awareness and training events

We are interested in supporting any other initiatives and promotional opportunities that you are considering to help promote SG Week.

As a central resource, we have a wide variety of infographic material, video clips and collateral which are available to you, with bespoke sizes and specifications available by request. Please do get in touch with your ideas and see how we can help.

Finally, if you are organising real-time or online events during SG Week, let us know so we can support and promote what you are doing.

Please contact us: info@safergamblingweek.org