Gambling advertising: An overview

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Does gambling advertising cause harm?

1) Causal link not demonstrated

2) Problem gamblers are more exposed to gambling marketing and report higher perceived influence

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Short-term versus long-term effects

Short-term effects

- Increase gambling for specific products/offers
- Disincentivise gambling discontinuation
- Affect market share

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- Disincentivisegamblingdiscontinuation
- Affect market share

Very hard to generalise:

"If I modify this small element, would my ads comply with your requirements?"

Millions of variables:

"You didn't control for..."



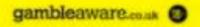
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ENJOY YOURSELF
PLEASE BET RESPONSIBLY





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Short-term versus long-term effects

Long-term effects

- Normalise gambling
- Change attitudes towards gambling

The ultimate goal of gambling advertising is to achieve wide

acceptance of gambling as a perfectly safe and legal leisure activity

- Normalise gambling

- Change attitudes towards gambling



Conclusions: The tide is turning

- ↑ gambling advertising expenditure
 - + \(\text{ exposure} \text{ to gambling stimuli} \)
 - = ↑ Social concern

B. Many jurisdictions are imposing prohibitions (Italy, Belgium, Latvia), and/or stricter regulations (e.g., Spain, UK)

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Questions

Advertising narratives

New gambling advertising tries to reconcile <u>two</u> <u>irreconcilable premises</u>:

A. Gambling products are generally designed to neutralise gamblers' skill ("house edge")

B. Gambling products are increasingly advertised as skill-based games wherein mobile technology, control, knowledge, and analysis... matter