



TRIBAL ADVISORY COUNCIL

November 28, 2017

AGENDA

- **About the Coalition**
 - Overview
 - Mission
 - Purpose
 - Positioning
 - Brand Standards
- **Campaign**
 - Objectives and Goals
 - Concept and Assets
 - Media Plan
- **Thank you**



WYOMING RESPONSIBLE
GAMING COALITION

OVERVIEW

How We Developed

- Formed in partnership with the Wyoming Department of Health and Wyoming Lottery
- Comprised of key stakeholders from various industries across the state
- Conducted a benchmark study to gauge problem gambling in Wyoming
- Conducted a pilot study to research problem gambling in Fremont County
- Developed a responsible gaming certification program in coordination with the University of Duluth
- Developed brand, logo and campaign in partnership with Warehouse Twenty One (W21) to spread awareness of gambling disorder throughout the state of Wyoming

WYOMING AND GAMBLING

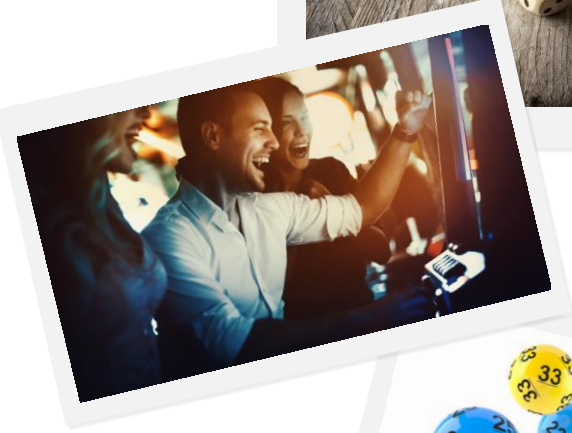
Mozak Study Findings

- Twice as many men than females identified as having or maybe having a gambling problem
- Confusion on what the signs of a gambling problem are
- Wyoming gambling perceptions: Casino slot machines, sports betting, lottery, table gambling, off-track betting (OTB) machines, fantasy sports, instant tickets or pull tabs, OTB races, poker, bingo, and online gambling
- Most don't know exact resources to go to or refer to
- The problem is small: 1.5% of respondents think they may have a gambling problem, 14% said they think they know someone who does
- More than half think the gambling industry should do more to help people with gambling addiction whereas 26% don't think the gambling industry should get involved
- 34% think the government should do more to help people with a gambling addiction whereas 40% don't think the government should get involved

OUR MISSION



The Wyoming Responsible Gaming Coalition (WRGC) exists to foster smart gaming in Wyoming and to encourage people to gamble responsibly, through statewide collaboration and creativity.



OUR PURPOSE

Promote smart, responsible gaming in Wyoming.

Core Values:

- Gaming and gambling can be (and should be) fun, not damaging
- Balance is key to living a happy life
- Healthy entertainment should be celebrated
- Education is the foundation of good decision making
- Serving the community is in the best interest of corporations



BRAND PROMISE



The WRGC is eager to see the people of Wyoming thrive, free of gambling disorder. The coalition will always seek positive change through research and education, building awareness and bolstering services statewide.

BRAND POSITIONING

Who We Are:

A group of responsible corporations, individuals and organizations who encourage responsible gaming in the state of Wyoming.

What We Do:

Bring treatment professionals, gaming corporations, and other Wyoming stakeholders together to collaboratively spread awareness of gambling disorder, as well as to develop, model and share evidence-based solutions to gambling-related problems.

How We Do It:

- Building awareness through statewide communication
- Training local healthcare providers on the signs and symptoms of gambling disorder, as well as guiding them toward appropriate forms of treatment
- Providing research and support health care providers on the topic of gambling disorder
- Working with national organizations to ensure Wyoming residents have access to helpful tools like helplines, online services reference materials and support groups
- Connecting Wyoming gamblers with treatment and recovery
- Providing support to those who are impacted by or struggle with gambling disorder in Wyoming

BRAND STANDARDS



Spoken Word:

Wyoming Responsible Gaming Coalition

Small Communication Advertisements:

Wyoming Responsible Gaming Coalition A
partnership funded by the Wyoming Lottery

Tagline:

"Play smart"

CAMPAIGN DEVELOPMENT

OBJECTIVE & GOALS

Our primary objective is to create a campaign that shows Wyoming residents what healthy, responsible gaming looks like.

Goals:

- To launch a successful awareness-building campaign across Wyoming in 2018
- To set up the WRGC brand for future campaigns
- To build strong media impressions and talk to as many Wyoming residents as possible

CREATIVE DEVELOPMENT

Concept



Just the Right Amount

- Responsible gaming is all about moderation - finding that perfect balance between too little and too much. This concept communicates the responsible gaming message through a cheeky, lighthearted approach that feels both approachable and honest, just like the WRGC brand.

CONCEPT

Direction



**Too much of a good thing
is still too much**

CONCEPT ASSETS

Newspaper



Body Copy:

Too much of a good thing is still too much. So gamble responsibly.

Gambling is a great form of entertainment. Unfortunately, it can also be addictive. Minimize your chances of facing problems with gambling by setting limits on time and money spent, playing only for fun, and recognizing there are no guarantees when you play a game of chance.

Keep it fun. Play smart.

CONCEPT ASSETS

Billboard



CONCEPT ASSETS

Radio



Radio :30 Just the Right Amount

VO: *(A matter-of-fact like read with a bit of play in it like Chris Pratt)*
No cats is just fine.

SFX: *You hear the sound of emptiness as VO begins. The voice is informative*

VO: One cat is cute.

SFX: *An adorable meow.*

VO: But too many cats *meows begin* is chaos.

SFX: *The most cat sounds ever multiplying louder and louder.*

VO: Gambling should be a fun form of entertainment; so set limits, hedge your bets, and play smart.
Because it's possible to have too much of a good thing.

SFX: *A quick meow in response.*

VO: Play responsibly and play smart.

Brought to you by the Wyoming Responsible Gaming Coalition, a partnership funded by the Wyoming Lottery.

MEDIA PLAN

Run Dates:

January 18, 2018 – April 11, 2018

Media:

Statewide Radio, Print and Billboard (Digital and Static)

THANK YOU!

ANY QUESTIONS?