

All In! The Commercial Advertising of Off-Shore Gambling on Television

# Research Team

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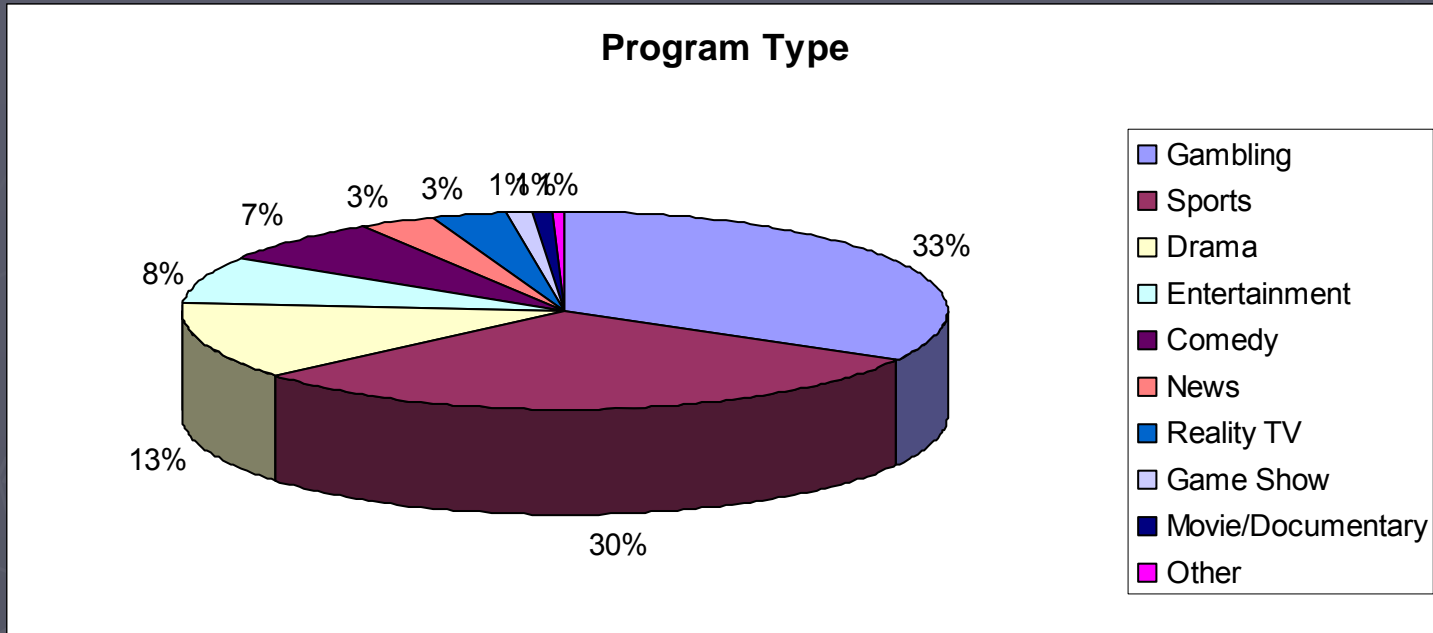
Funding provided by The Nova Scotia Gaming Corporation under an unrestricted research grant with Saint Mary's University.

# Sampling Strategies

- ▶ 6 Months: January – July 2007
- ▶ Cable Television Programs aired in Nova Scotia
  - Gambling
  - Prime Time
  - Sports
- ▶ 461 Programs Recorded = 509 Hours
- ▶ 64 Commercials Retrieved that played 904 times (average of 5 ads per day)



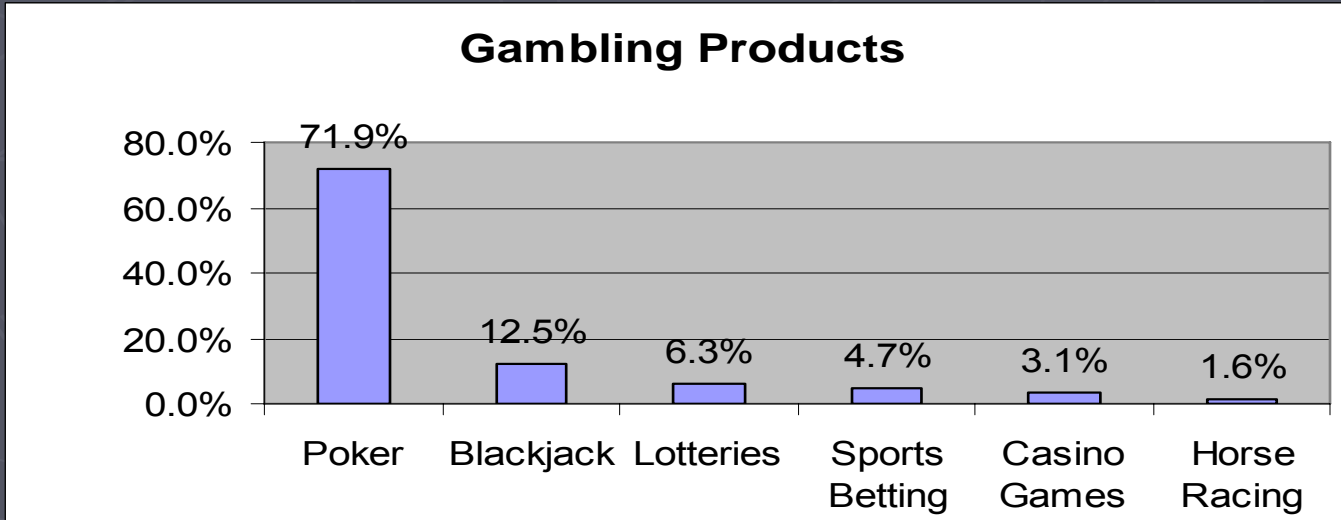
# Television Programs



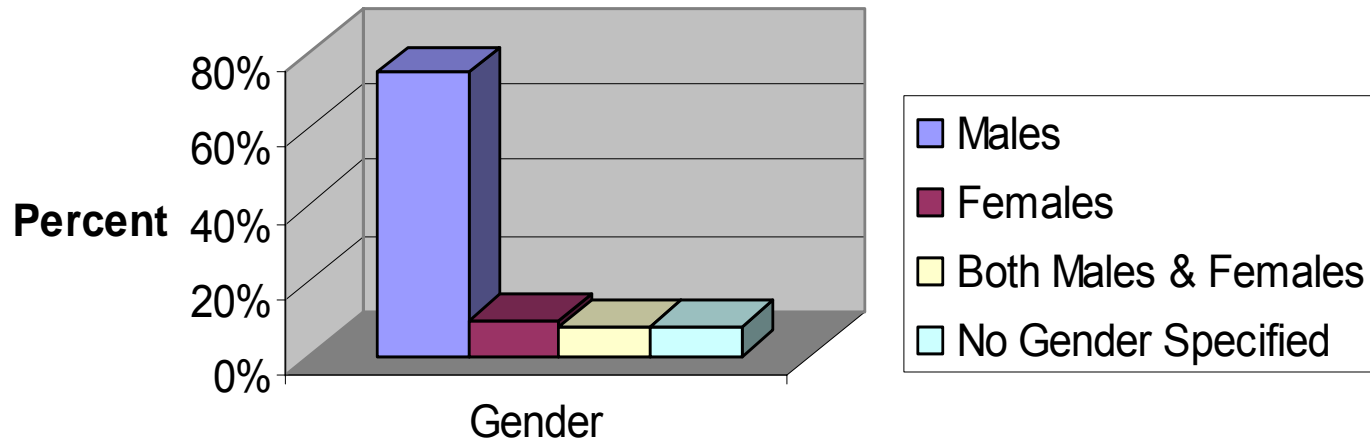
- 44% of all programs contained a gambling ad. Of these, there was an average of 3 ads per program

# Advertisers & Products

- 57 (89%) of the 64 ads were on-line gambling providers.
- The majority of the 19 advertisers were on-line enterprises (73%) – offered sites to learn and play.
- 60.9% utilized celebrities:
  - FullTiltPoker.net – novice and professional gamblers (in role of friends & competitors)
  - PokerStars.net & Bet21.net – endorsements from celebrity gamblers



## Intended Audience - Gender



### Voiceovers

Male - 84.4%

Female -  
7.8%

No Voiceover  
- 7.8%

### Average number of Human Images

Males - 7

Females - 1

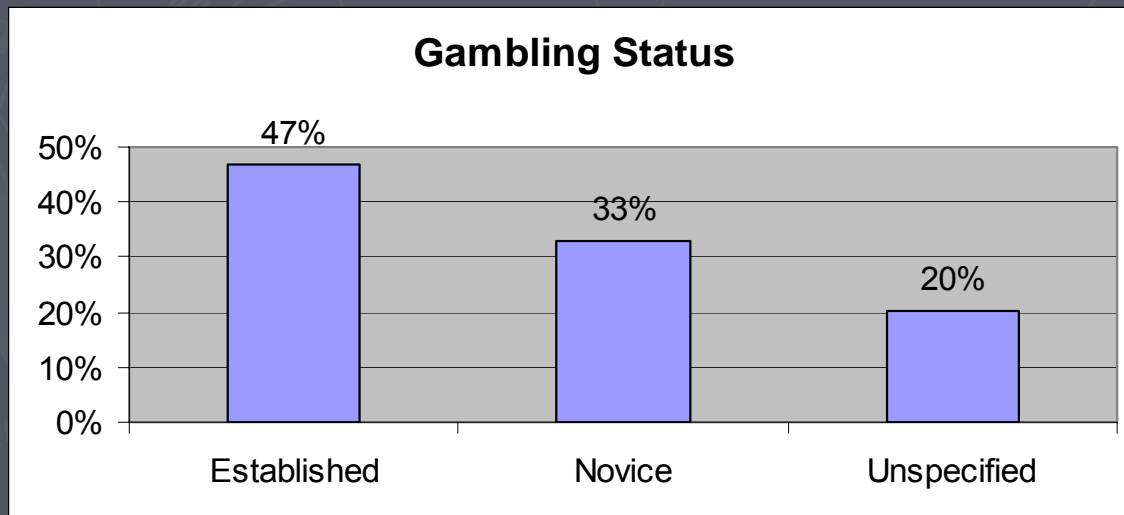
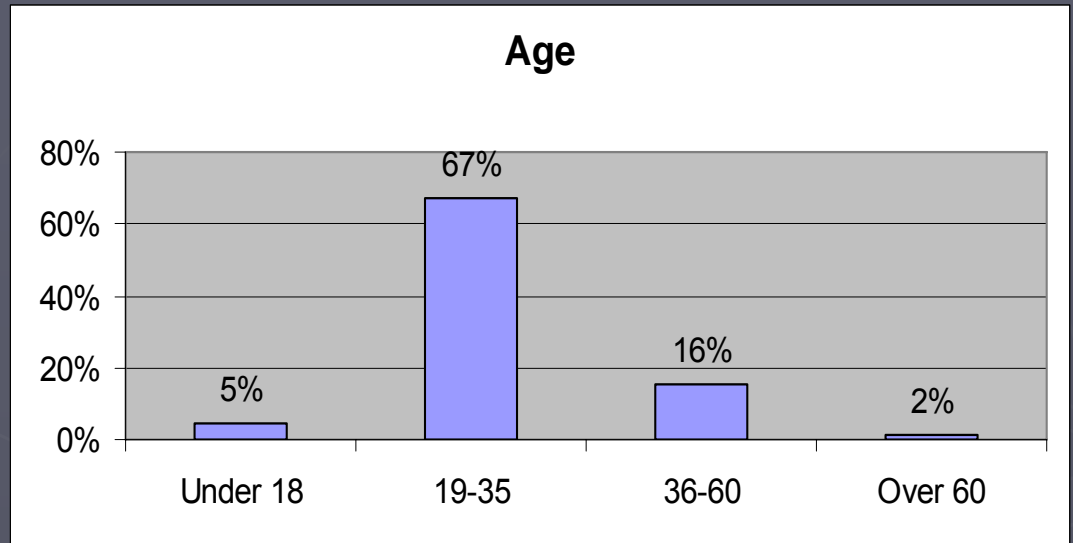
### Sexualized Imagery

Males - 0%

Females - 11%

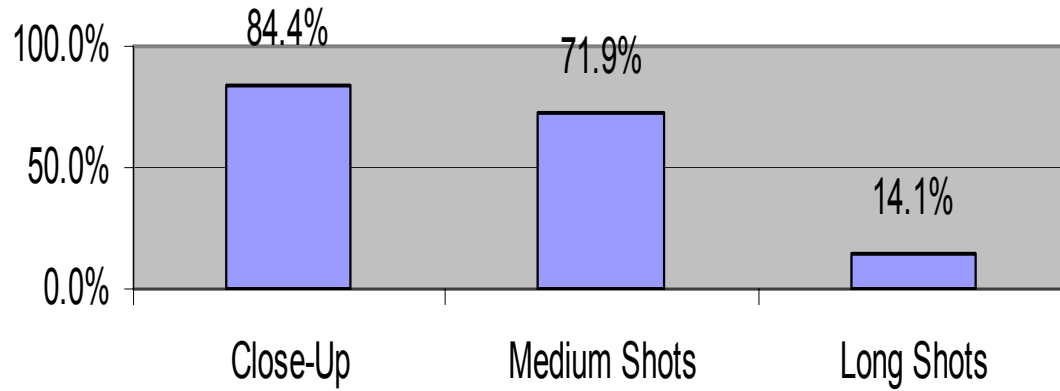
# Ethnicity, Age, & Gambling Status

- ▶ 528 people in total:
  - 396 Caucasian (75%)

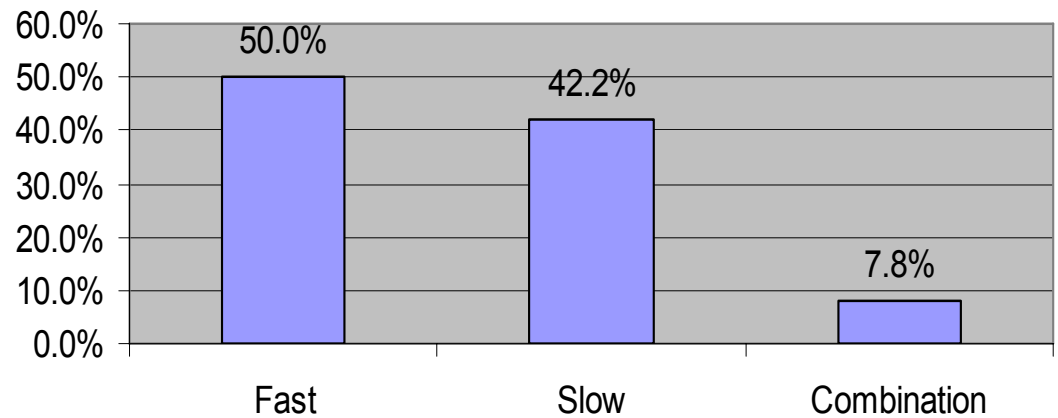


# Ad Design

## Camera Positioning



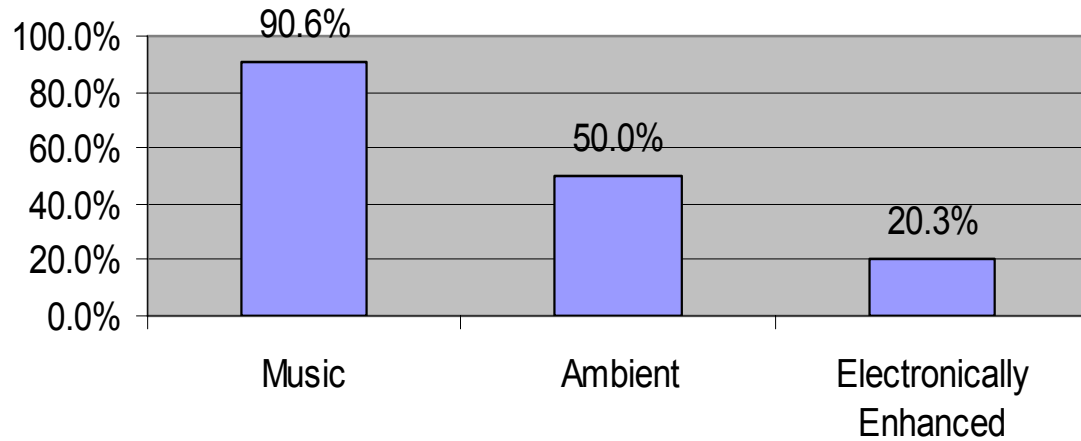
## Pace of Ad



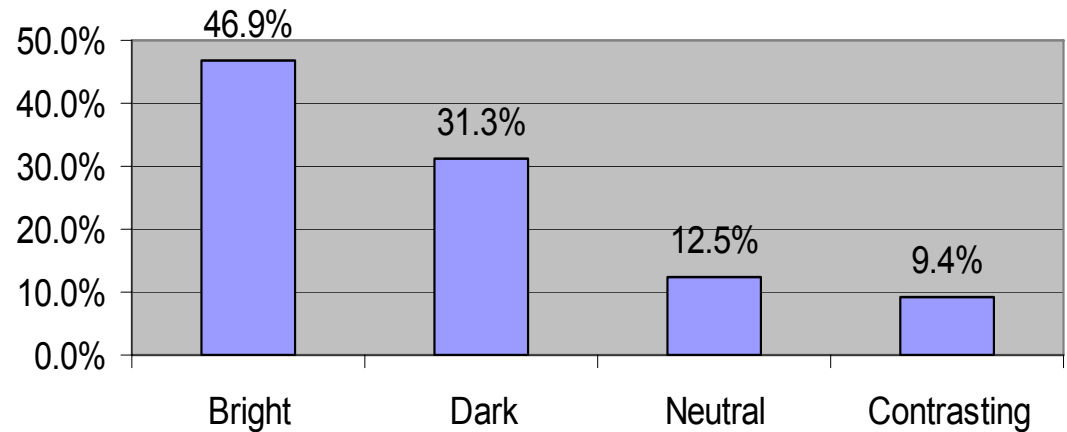


# Ad Design

## Sound

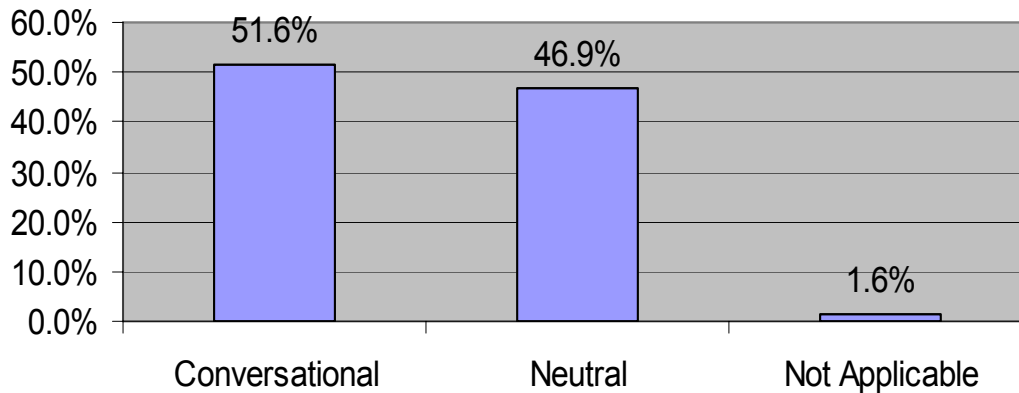


## Colour

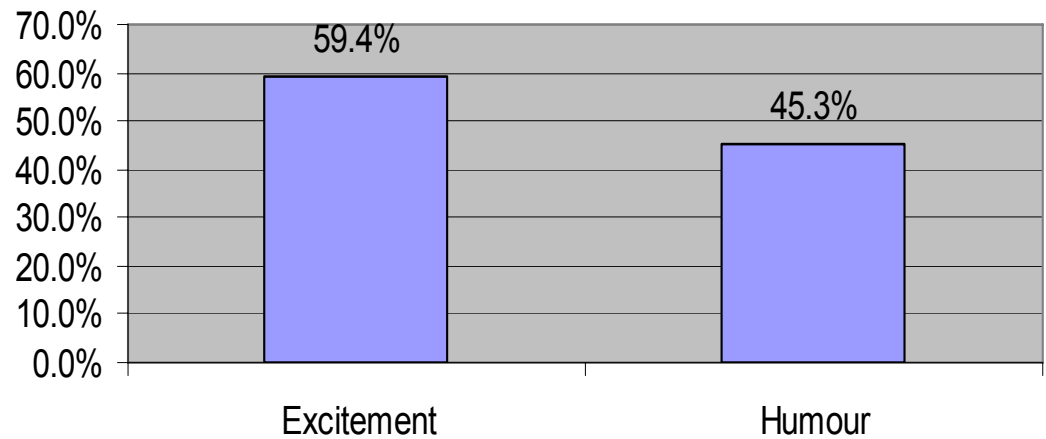


# Ad Design

## Language Level



## Emotion



Responsible  
Gambling Messages  
in 26.6% of Ads

# Skill vs. Luck

- ▶ Skill over Luck was mobilized in the ads (53.1%)
- ▶ Frequent references to practice, strategy and intelligence
- ▶ Conveys the idea that bad luck will not prevail, playing longer will increase your odds of winning, and gambling outcomes are controllable
- ▶ Example:
  - *Horseshoe Ad*



# Normalization

- ▶ 50% of ads signified gambling as a normal, routine behaviour
- ▶ Regular and constant activity - Guy's Night for Poker; Tournaments and Competitions
- ▶ Transnational and Multicultural
- ▶ Example:
  - *Cursing Ad*



# Personal Transformation

- ▶ Message of Personal Transformation appeared in 42.2% of the ads
- ▶ Gambling – life changing force that could alter social status (popularity, friendships, rubbing shoulders with cultural icons)
- ▶ Example:

- *Play for Team Canada 1 Ad*



# Winning

- ▶ 37.5% of ads emphasized potential for material gain
  - Cash (millions of dollars)
  - Prizes (vacations, seats at gambling tournaments)
- ▶ Winning marketed as simple, likely, and substantial; Losers concealed
- ▶ Example:
  - *Costa Rica Ad*



# Retreatism

- ▶ 26.6% of ads promoted a retreat from everyday world of responsibilities
- ▶ Gambling an alternative to work
- ▶ "Hassle Free", "No commitment", "Free and Easy"
- ▶ Gambling on-line a sanctuary
- ▶ Example:
  - *Boardroom Ad*





# Cultural Symbols

## ▶ Selling techniques:

- Top-Down – straightforward messages (i.e. announcement of new products or prizes);
- Bottom-Up – appeals associated with wider cultural symbols (i.e. the dream of instant fame or the thrill of becoming a successful poker star).

## ▶ Ads resonate with consumer culture



# The "Sportification" of Gambling & the "Gamblification" of Sport

- ▶ Turn gambling into a sport;
- ▶ Promote gambling through sport programming;
- ▶ Sports-related cultural referents.



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