

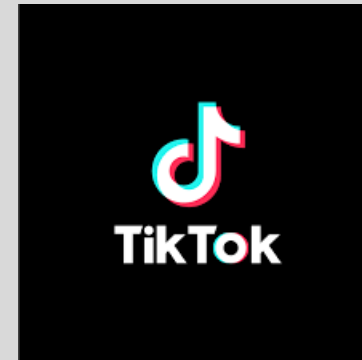
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Gambling Advertising & “Strong Appeal”

27 June 2024



**Gambling and lottery ads must not:
“be likely to be of strong appeal to children or young
persons, especially by reflecting or being associated
with youth culture.”**

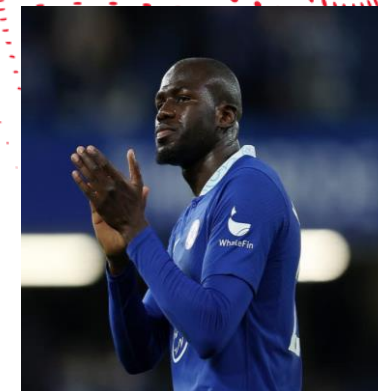


Case studies



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Strong appeal



No strong appeal





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