

wiggin

**Gambling
advertising of
'strong' appeal**

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What we will look at

- What is the change?

What are the practical implications for gambling advertising?

Examples where “strong appeal” has been tested

Are there any exceptions to the rule?

What is the change?

The updated guidance introduces a stricter standard for the content of gambling advertising content. It is designed to protect the under-18s to ensure that the gambling advertising that the under-18s see is unlikely to attract their attention or to unduly influence them.

Marketing communications must not:

- *be likely to be of strong appeal to children or young persons, especially by reflecting or being associated with youth culture.*
- *They must not include a person or character whose example is likely to be followed by those aged under 18 years or who has a strong appeal to those aged under 18.*
- *Where appropriate steps have been taken to limit the potential for an advertisement to appeal strongly to under-18s, this rule does not prevent the advertising of gambling products associated with activities that are themselves of strong appeal to under-18s (for instance, certain sports or playing video games).*

Some effects of the rule change



Under 25s

The new rules impact the use of those who are or appear to be under 25



Game styles

Creative techniques like music, graphics and animation styles closely connected with youth culture are likely to have strong appeal



Football

Certain subjects like football have inherent strong appeal. References to football need to be limited to simple references



Personalities

Many personalities are no longer options for gambling advertising



Data

Data will be key to making the assessment of a person's popularity with the under-18s



Constant analysis

Analysis of the data shouldn't just happen once – it will need to be ongoing

Examples of “strong appeal”



Is there an exception to the rule?



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