



For Immediate Release
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MassGaming Launches Digital Campaign to Promote GameSense Program

Outreach Strategy Designed to Increase Awareness of Comprehensive Responsible Gaming Initiative

The Massachusetts Gaming Commission (MGC) is pleased to introduce a new digital advertising campaign to promote GameSense, an innovative and comprehensive responsible gaming strategy adopted by the MGC as part of its mission to encourage responsible play and mitigate problem gambling.

Launching on March 12, 2017, the campaign seeks to achieve the following objectives:

- Increase overall brand awareness of the GameSense program
- Generate traffic to GameSenseMA.com
- Highlight specific resources and tools available through the GameSense program such as the GameSense Info Center, GameSense Advisors, PlayMyWay and Voluntary Self-Exclusion
- Educate the public with helpful responsible gambling tips
- Reinforce the Massachusetts Gaming Commission's commitment to a robust and comprehensive responsible gaming strategy

Working closely with MORE Advertising, MGC developed a series of ads to be distributed across online and social channels. The campaign features digital ads as well as 15-second and 30-second videos. The media buy will include three elements: online ads, pre-roll video, and paid social media ads on Facebook and Instagram.

The online ads feature "GameSense Advisors" and offer a variety of responsible gaming tips encouraging players to learn how games work, to set a budget and to take breaks. For the pre-roll videos, MGC licensed two 15-second spots, "Pick-Up" and "Sweaty Dancer", from British Columbia's provincial gambling corporation (BCLC). The online and pre-roll ads will also provide a direct link to the GameSenseMA website. To maximize the campaign's effectiveness and target audience reach, the online and pre-roll will be distributed based on behavioral targeting or web-browsing behavior. The Facebook and Instagram ads will strategically target age 21+ users in a designated geographic area in Southeastern Massachusetts and in proximity to Plainridge Park Casino.

View the new GameSense ads [here](#).

"In February 2015, the MGC adopted GameSense from BCLC after proactively identifying the program as perhaps the most robust and effective responsible gaming program in the



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world. At that time, Massachusetts became the first jurisdiction outside of Canada to embrace the internationally recognized program,” said Mark Vander Linden, MGC Director of Research and Responsible Gaming. “We are eager to continue to grow the GameSense brand in Massachusetts with this exciting new campaign.”

In Massachusetts, each gaming establishment is required by statute to provide on-site space (the GameSense Info Center) for player education. Massachusetts is the only jurisdiction in the country required by law to offer responsible gaming resources onsite. There, patrons can learn about myths associated with gambling, the odds of the games they are playing, take a break, and seek support from a GameSense Advisor. The GameSense program combines recommendations on responsible gaming techniques with interactive tools and exhibits meant to engage patrons at Massachusetts casino gaming facilities and online at GameSenseMA.com.

About GameSense

Introduced by BCLC in 2009, GameSense is an innovative, player-focused responsible gambling program that encourages players to adopt behaviors and attitudes that can reduce the risk of developing gambling disorders. This includes setting and sticking to personally-allocated time and monetary limits for gambling, as well as being open and honest with family, friends and oneself when it comes to personal gambling habits. GameSense has earned international recognition such as the World Lottery Association’s Best Overall Responsible Gambling Program (2010), and the U.S. - based National Council on Problem Gambling’s Social Responsibility Award (2015). In addition to being licensed and piloted at MGM Resort International casino properties, the program has been implemented by Connecticut Lottery, the Massachusetts Gaming Commission and Canadian provinces Alberta, Saskatchewan and Manitoba.

About MORE Advertising

Founded in 1997, MORE Advertising, a causemedia company, is a full-service advertising and marketing services agency. MORE creates high-impact, cross-channel campaigns that use the right mix of advertising, video, direct mail, social media, websites, collateral, events, and public relations. Specializing in campaigns that influence public opinions and behaviors – MORE has focused on issues such as smoking cessation, substance abuse and addiction, HIV prevention, education and workplace diversity. As one of the first minority woman-owned agencies in the Northeast, MORE is certified by the Massachusetts Officer of Supplier Diversity. MORE clients come to us from a wide range of industries, including health care, education, engineering, pharmaceuticals, fitness, financial services, telecommunications, state and federal government bureaus, NGOs, manufacturing and technology.

About MassGaming

The mission of the Massachusetts Gaming Commission is to create a fair, transparent, and participatory process for implementing the expanded gaming law passed by the Legislature and signed by the Governor in November, 2011. In creating that process, the Commission will strive to ensure that its decision-making and regulatory systems engender the confidence of the public and participants, and that they provide the greatest possible economic development benefits and revenues to the people of the Commonwealth, reduce to the maximum extent possible the potentially negative or unintended consequences of the new legislation, and allow an appropriate return on investment for gaming providers that assures the operation of casino-resorts of the highest quality. For more information on MGC, please visit MassGaming.com or connect and share on Twitter ([@MassGamingComm](https://twitter.com/MassGamingComm)) or Facebook www.facebook.com/MAGamingComm.



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