



GameSense 2.0

Brand Platform & Design



Welcome Clarity



Our role is to educate people and help players make informed and responsible decisions. We aim to ensure playing stays fun and to promote peace of mind.

We are: Trustworthy, friendly, proactive, genuine, effective, helpful and transparent



GameSense





What we heard

Stakeholder Interviews:

- Move beyond compliance
- How do we view gambling?
- GameSense's link back to BCLC
- GameSense often overloads people
- BCLC brand architecture
- How are we relating to players?
- Is GameSense relevant to players?
- Understanding and awareness
- Understand that this is personal

Player Focus Groups:

- GameSense is linked to BCLC
- RG is limits & keeping it fun
- Line between PG & RG is blurry
- Gaming versus gambling
- GameSense tone is functional
- Use balance as a key message
- Education in short bursts
- Positivity over negativity



Actions & considerations

- Find a way to move beyond the basics
- Better define the relationship between BCLC masterbrand and GameSense
- Concentrate on short, simple messaging
- Change the tone – not too serious, move beyond just the functional
- Concentrate on relevancy – audiences, tone, context, life balance & positivity

Brand Idea and Pillars



Every player, playing better.

From the first timer to the most experienced. Every demographic, every ethnic group, every game.

Every player, playing better.

This isn't about winning. Playing better is about getting the most out of the exceptional entertainment we offer. You play better when you are informed, confident and in control.



Brand Pillars

1. Relevant Presence

2. Think Experience

3. Be Real

GameSense





Vista Sans

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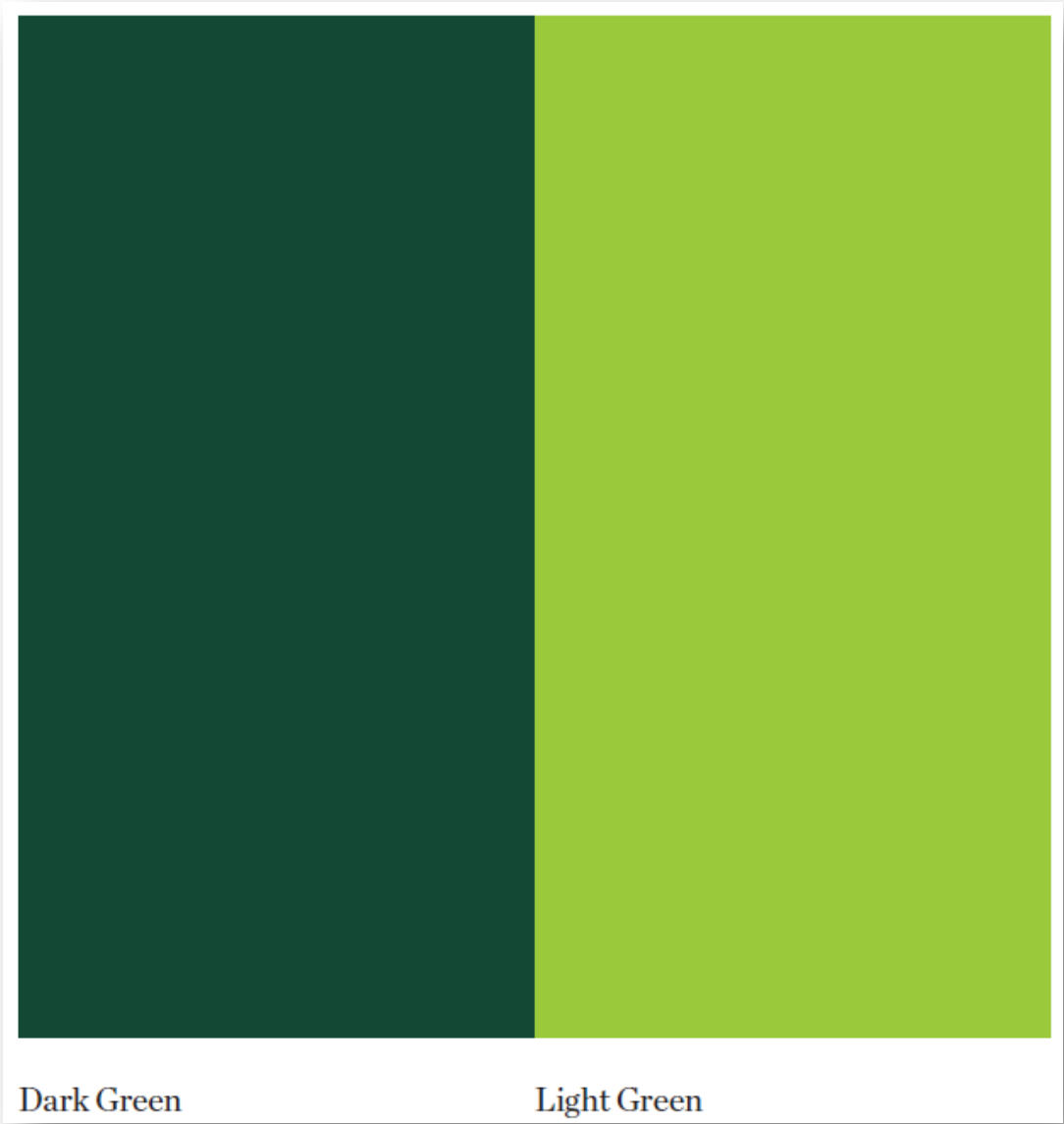
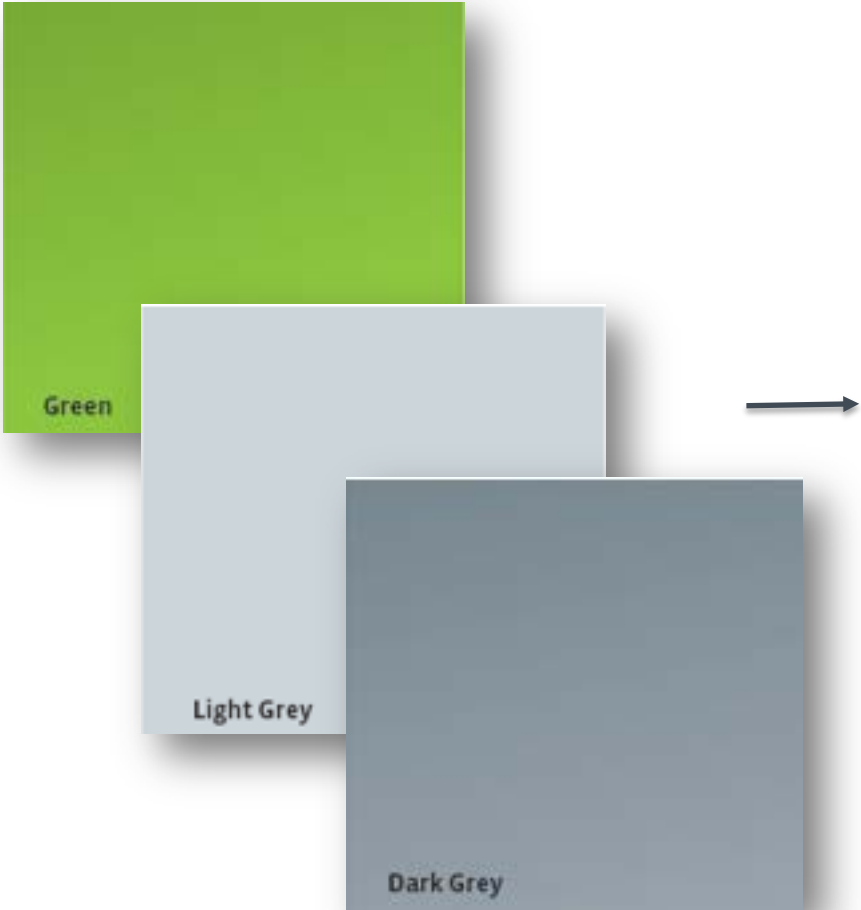
GAMESENSE HAND

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Colour





Imagery





Application





Application:
Brochures

Gambling with GameSense




GameSense
bclc
engage your GameSense.ca

It just makes sense

- Play for entertainment, not to make money
- Know how the game works and what the odds are before playing
- Use your entertainment budget, not money for everyday expenses
- Set a budget and stick to it
- Only play with money you can afford to lose
- Consider leaving your ATM cards at home
- Plan how long you will play before you go
- Take frequent breaks
- Don't borrow money to gamble
- Don't chase losses, accept them as the cost of entertainment
- Balance gambling with other types of leisure activities

Find out more


MORE THAN 21 THINGS TO LEARN ABOUT blackjack



Your odds, the rules and more.

GameSense
bclc

HOW SLOT MACHINES really work



Everything you could possibly need to know about Slot Machines

GameSense
bclc

LET'S TALK ABOUT gambling...

HOW TO PLAY

THE RULES OF roulette



Learn the rules of roulette and how to play.

LEARN TO DO MORE THAN JUST A poker face



Learn the rules of poker and how to play.

MORE THAN 21 THINGS TO LEARN ABOUT blackjack



Learn the rules of blackjack and how to play.

DON'T ROLL THE DICE ON craps



Learn the rules of craps and how to play.

HOW TO KEEP IT FUN

A LITTLE GUIDE TO PLAYING smarter



Learn how to play smarter and win more.

HOW SLOT MACHINES really work



Learn how slot machines really work.

THE RIGHTS & WRONGS OF pin-gow



Learn the rules of pin-gow and how to play.

THINGS ARE STARTING TO HEAT UP. IT'S discord inferno



Learn the rules of discord inferno and how to play.

HOW TO PLAY YOUR CARDS RIGHT FOR baccarat



Learn the rules of baccarat and how to play.

LEARN TO DO MORE THAN JUST A poker face



Learn the rules of poker and how to play.

ANYTHING YOU NEED TO KNOW ABOUT gambling?



Learn everything you need to know about gambling.

A LITTLE GUIDE TO PLAYING smarter



Learn how to play smarter and win more.

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Application:
Special Populations

a) Ethnic groups - Copy is transcreated in native language (French, Chinese, Punjabi, Korean, Filipino, Vietnamese)

IS THERE A
GUARANTEED WAY
TO **win?**

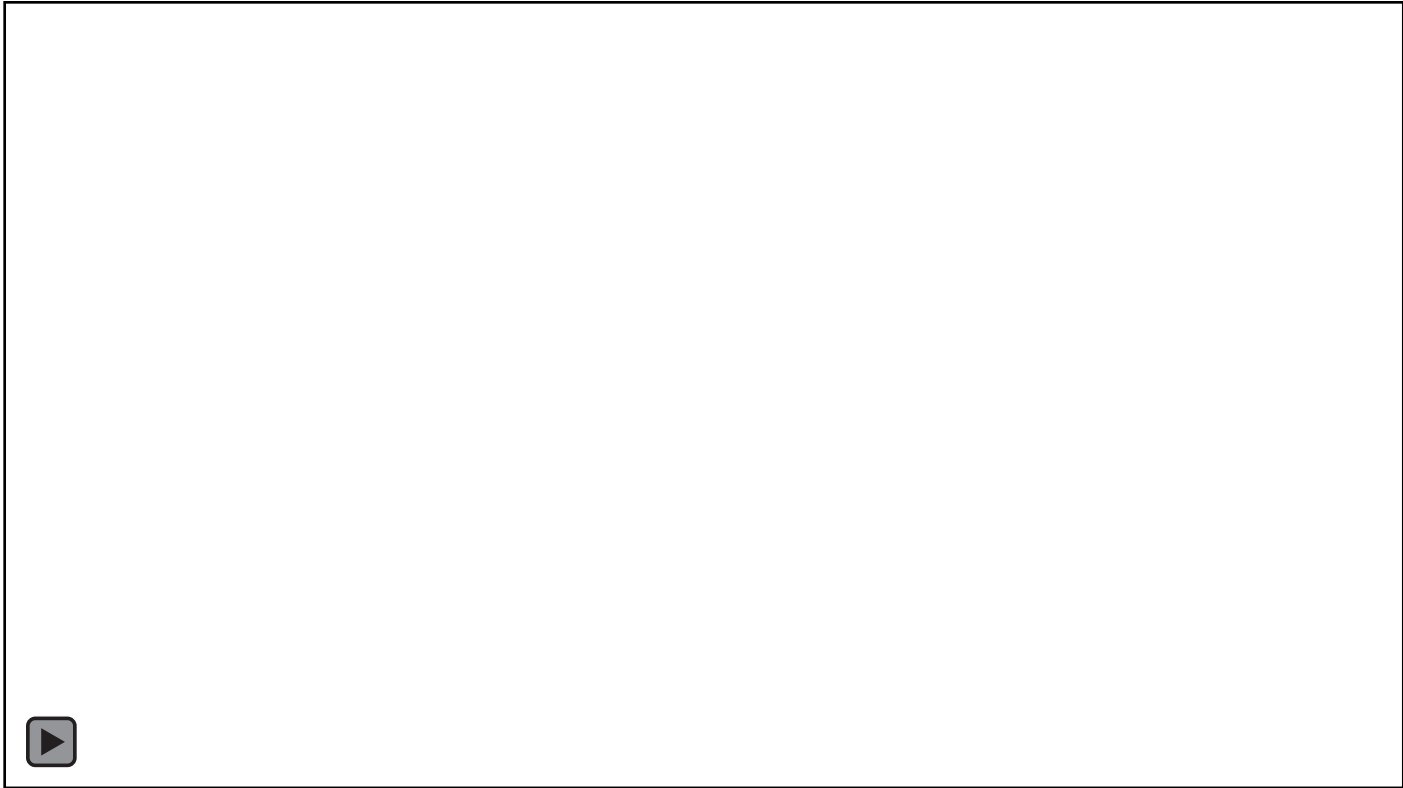
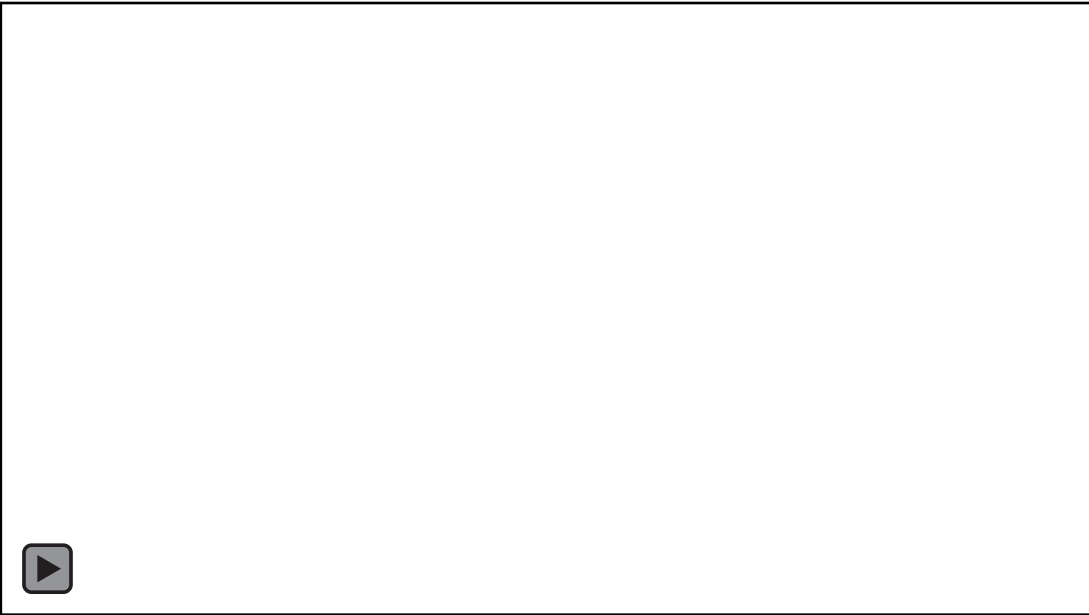
Y A T-IL
MANIÈRE GARANTIE
gagner?

有没有
保证方式
赢了?

거기있어
보장 된 방법
이기다?



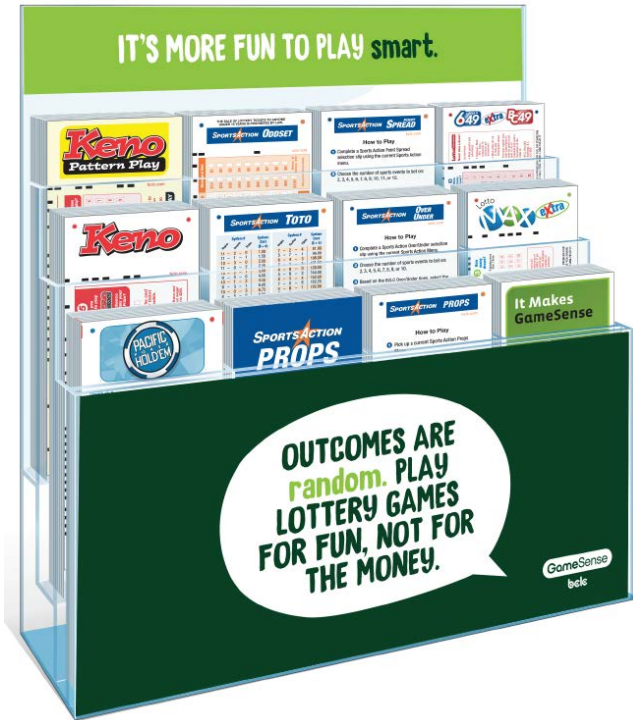
Application



Application



Application



WHAT IF
my kids
WANT TO
PLAY?

no way, LOTTERY
GAMES ARE FOR
GROWNUPS ONLY.

GameSense
bclic



Relevant Presence



Questions?

