GameSense 2.0
Brand Platform & Design

Welcome Clarity

GameSense

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 to 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

Logo

Vista Sans

AaBbCc0123

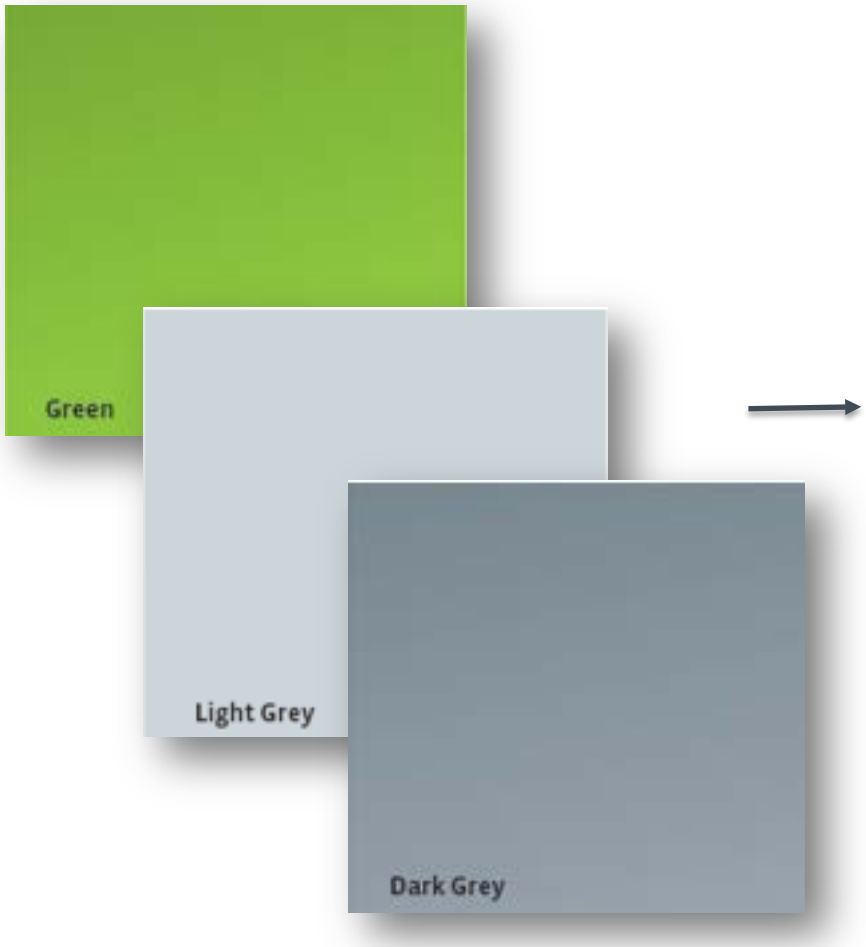
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890$%@'*(,.;:#!?)

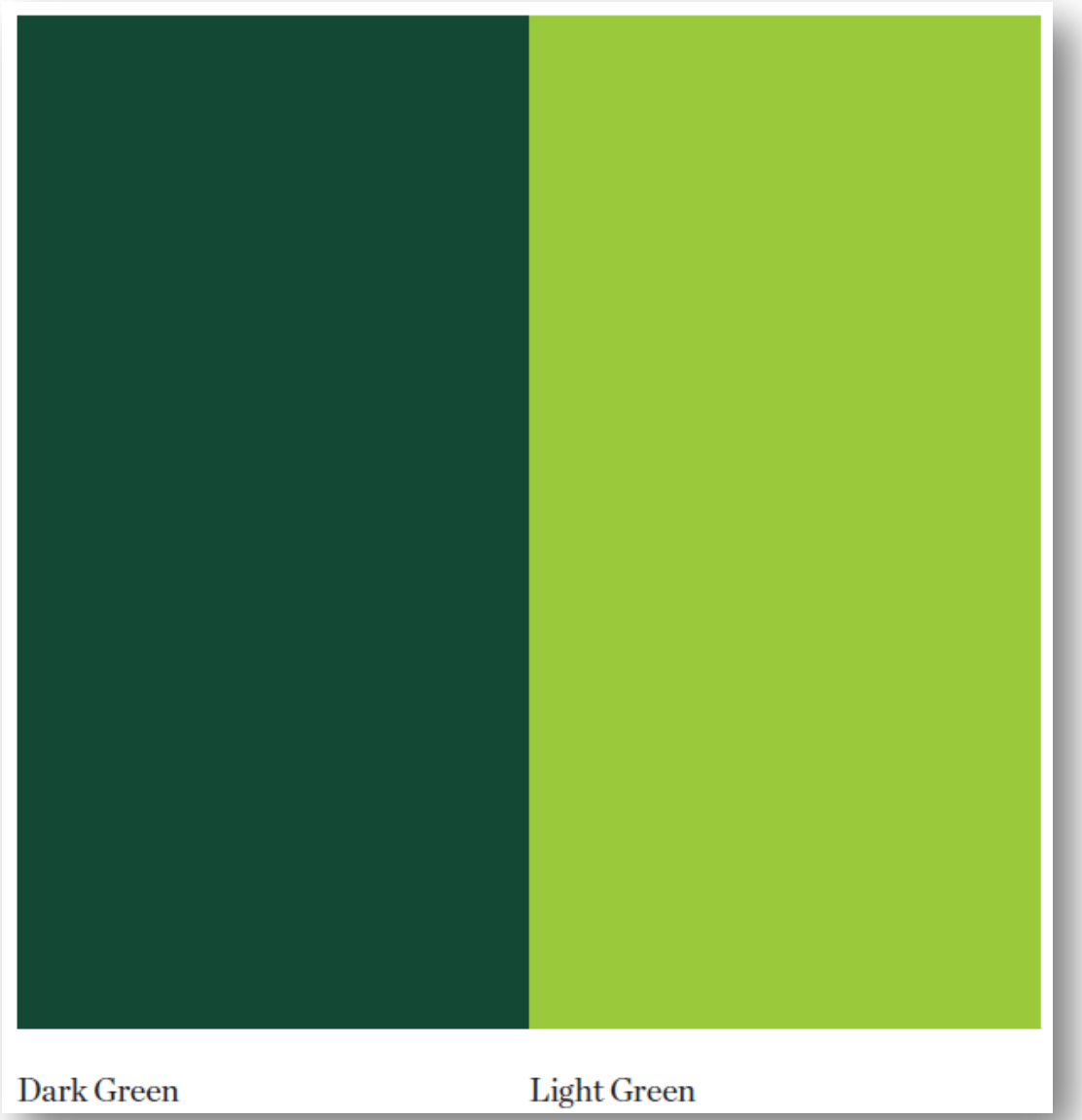
→

GAMESENSE HAND

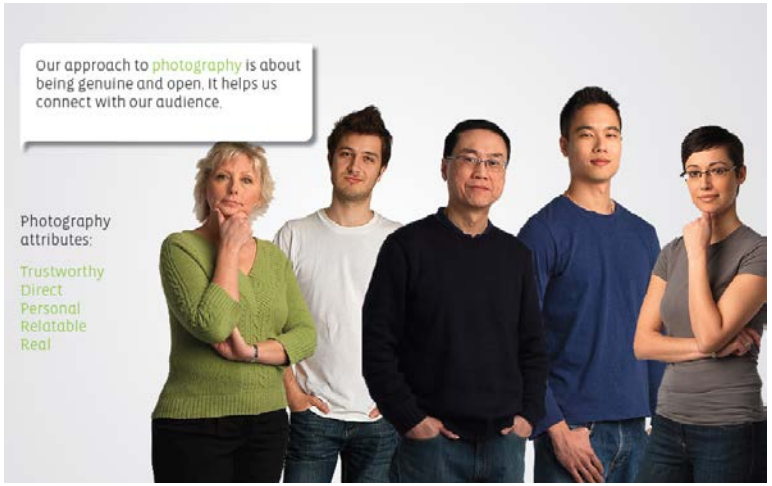
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890$&@'*(,.;:#!?)

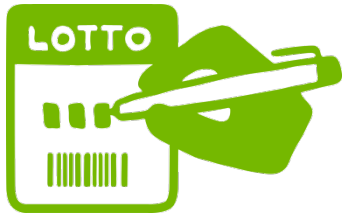
Colour





Imagery


Our approach to photography is about being genuine and open. It helps us connect with our audience.
Photography attributes:
Trustworthy
Direct
Personal
Relatable
Real


LOTTO

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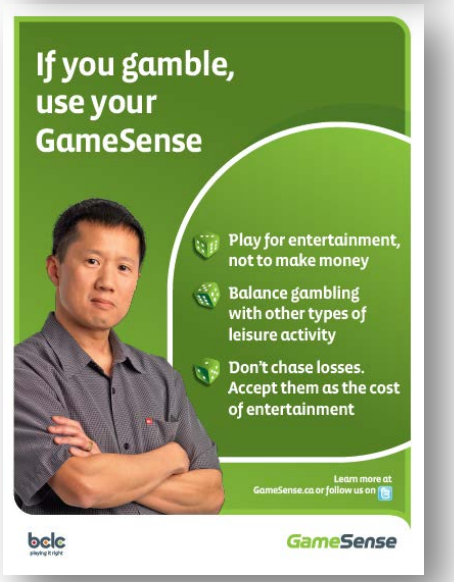
HOW IT WORKS

JACKPOT!

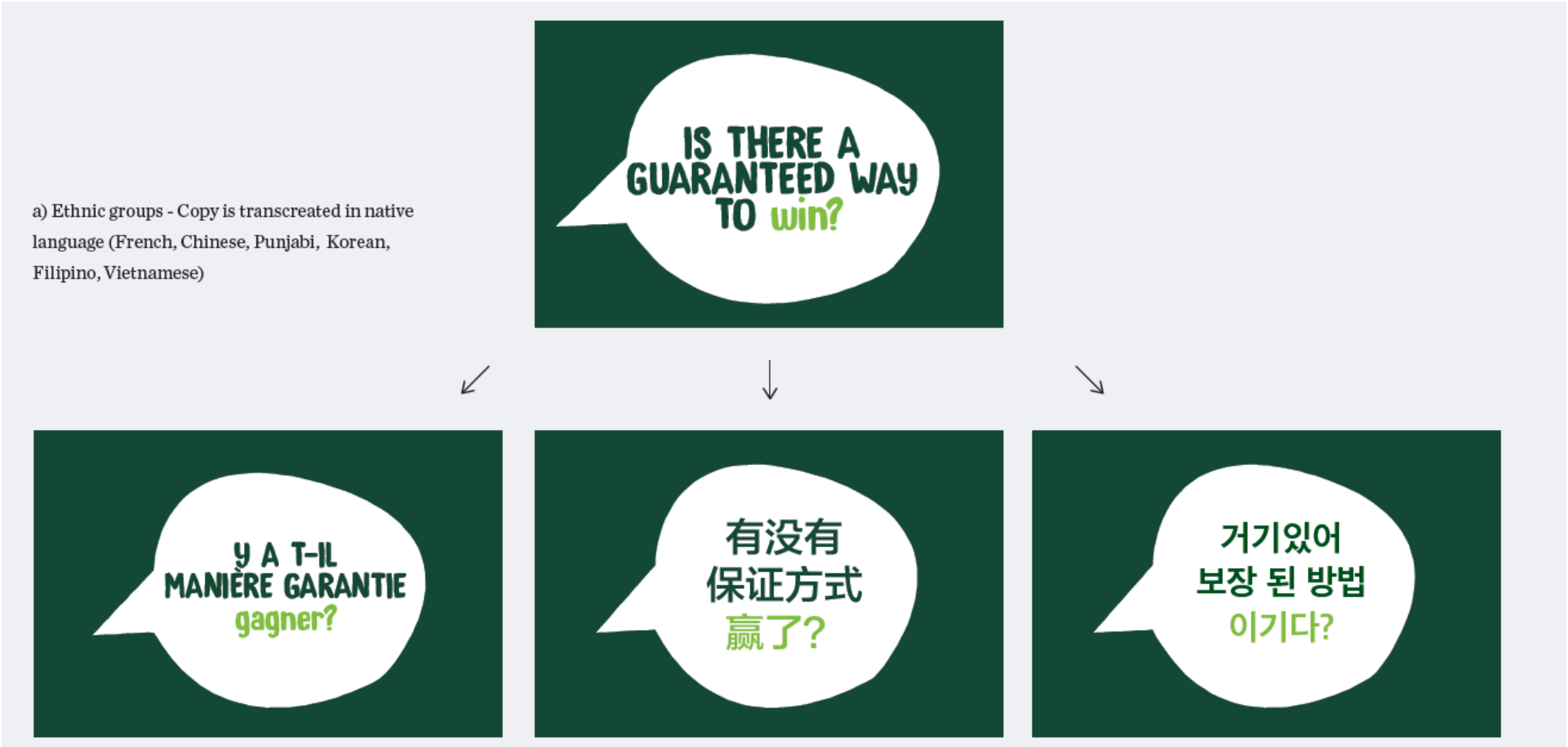
Application



Application:
Brochures

Application:
Special Populations

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



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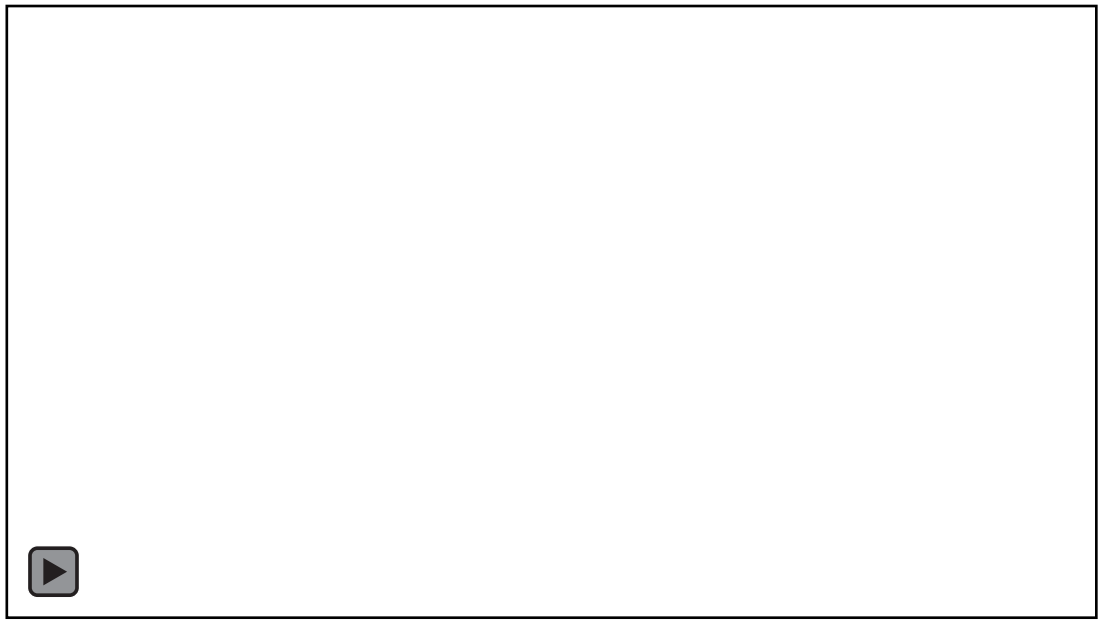

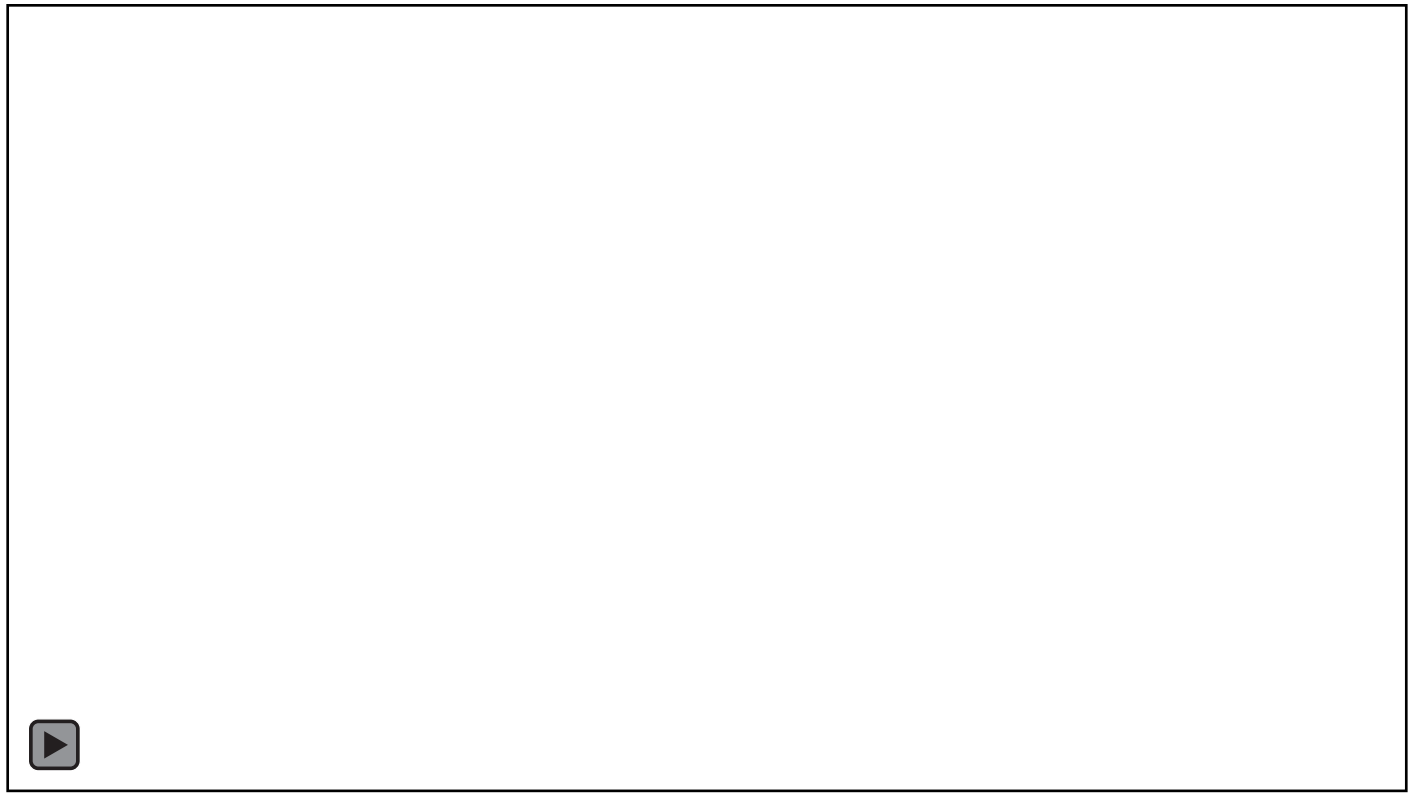

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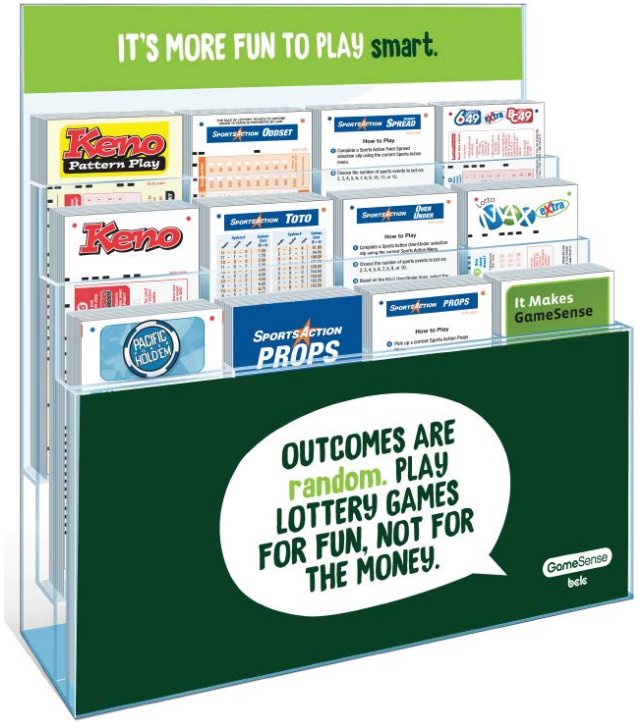

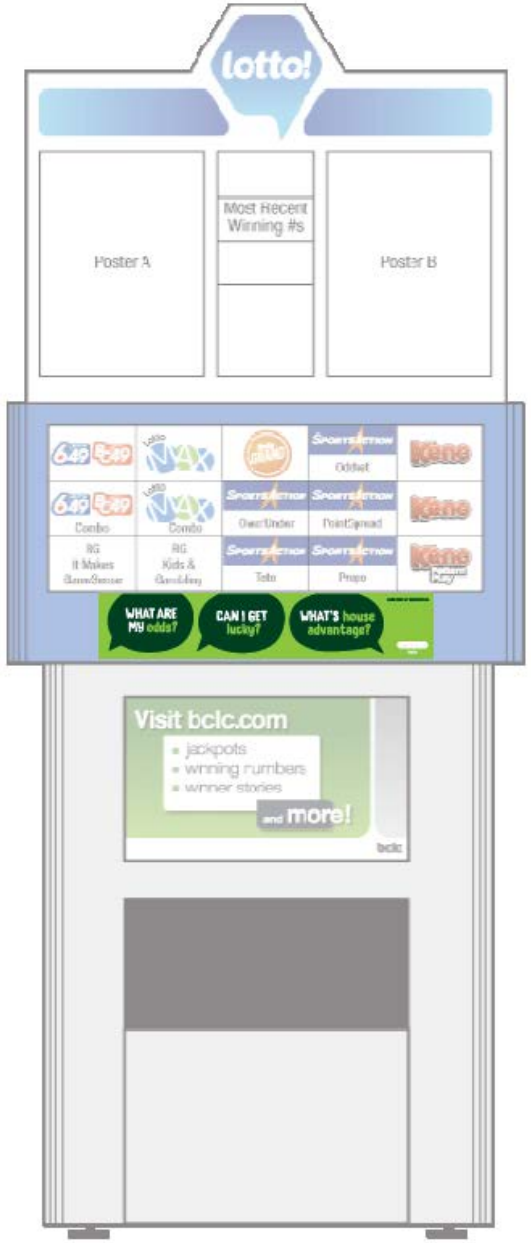

Application

Relevant Presence

Questions?