

# SPORTS BETTING

## CONVERSATION STARTERS

# FOCUS

**Positioning the industry as “The House”  
that is trying to outsmart them.**

# ADULT PERSON



## ADULT

Did you see the [Team Name] match last night?

It's getting impossible to watch a game without seeing a betting ad every 30 seconds, isn't it?

**Have you ever noticed how the ads always make it look like 'skill' or 'knowledge' can beat the system?**

Like they want you to feel like an expert so you'll bet more?

# TAKEAWAY / REFLECTION

There was a study showing that during one match, there were over 5,000 gambling messages. If they're spending £2 billion to get into our heads, they must be pretty confident they're going to win your money in the long run.

*Does it ever feel like they're trying to hijack the way we watch football?*