



Jan Jones, Senior Vice President of  
Communications and Government Relations



## **Responsible Gaming Strategy**

- Provide information and meaningful alternatives for those who may not be able to gamble responsibly
- Effectively communicate and implement our responsible gaming philosophy
- Raise standard of accountability for ourselves and the industry
- Educate public that gaming industry is committed to addressing this serious issue



# Responsible Gaming Strategy

- Raise standard of accountability for ourselves and the industry
  - Code of Commitment
    - Introduced in 2000
    - A public pledge that we will uphold very high standards in our relationships with our customers, our employees and communities



# Responsible Gaming Strategy

- Provide information and meaningful alternatives for those who may not be able to gamble responsibly
  - Self-exclusion and self-restriction
  - EAP and insurance coverage for employees
  - Support for publicly-funded treatment and other programs
  - Create awareness and provide support for national and state problem gambling councils, helplines



# Responsible Gaming Strategy

- Effectively communicate our responsible gaming philosophy
  - Audiences
    - Employees
    - Customers
    - Public
  - Provide information on gambling responsibly
    - On-property collateral specific to responsible gaming
    - On-property and direct marketing materials include problem gambling helpline number(s)
    - Responsible Gaming specific advertising campaign



## Employee Communication and Awareness

- Training at orientation, refreshed annually
- Back-of-house signage
- Paycheck stuffers
- Counseling information
  - Employee assistance program (EAP)
  - Insurance coverage for problem gambling counseling
- Internal publications



# Patron Communication and Awareness

- On-property collateral specific to responsible gaming located at major customer contact points
  - Main entrance
  - Garage entrance
  - All ATM's
  - All cashier cages
  - Credit office
  - Player card center
  - VIP services
  - Concierge
  - Hotel rooms



# **Patron Communication and Awareness**

- Direct mail pieces featuring responsible gaming specific messages
- In-room TV ads featuring responsible gaming messages
- Responsible gaming specific on-hold messages
- On-property and direct marketing materials include responsible gaming helpline number(s)
  - On-property marketing posters
  - On-property marketing brochures
  - Player cards
  - Direct mail
  - Harrah's website
  - TV and radio advertising



# Public Communication and Awareness

- Responsible gaming specific TV ad campaign
  - Six ads originally created
- Pilot test of campaign
  - Focus groups conducted
  - Pre- and post- telephone surveys were conducted
  - Impact of ad campaign on Missouri helpline calls evaluated



# Media Campaign Evaluation

- Focus groups conducted prior to pilot test
  - Objectives of this research were to evaluate understanding of the message and to gauge viewer response
  - All six ads originally created were tested
  - Respondents
    - Community members/non-gamblers
    - Gamblers



# Media Campaign Evaluation

- Focus group findings
  - Avoid mixed messages in responsible gaming ads
    - Do not include casino card imagery
    - Provide an “honest” and “sincere” message about responsible gaming, without a “come gamble” feel
      - “It’s as if a cigarette company was saying ‘don’t smoke’ and ‘smoking is fun’.”
      - “Both messages in the same communication makes them sound insincere.”
  - Speak directly to the audience
  - Provide useful information
    - “May give someone having trouble something to think about, some guidelines that may help.”



# Media Campaign Evaluation

- CEO “Sometimes,” “Dealer,” and “Security” ads were chosen to run
  - CEO ad
    - “Real concern. Impressed it was the CEO”
  - Dealer
    - “Believable” and “...want to offer help if there is a problem”
  - Security
    - Balance between “authority” and “enjoyment” without “mixed message”



# Media Campaign Evaluation

- Pilot test of campaign
  - Ads were run in the St. Louis market
  - Campaign continued from January 22<sup>nd</sup> through March 18<sup>th</sup>, 2002
  - Total spend to run the ads: \$426,000



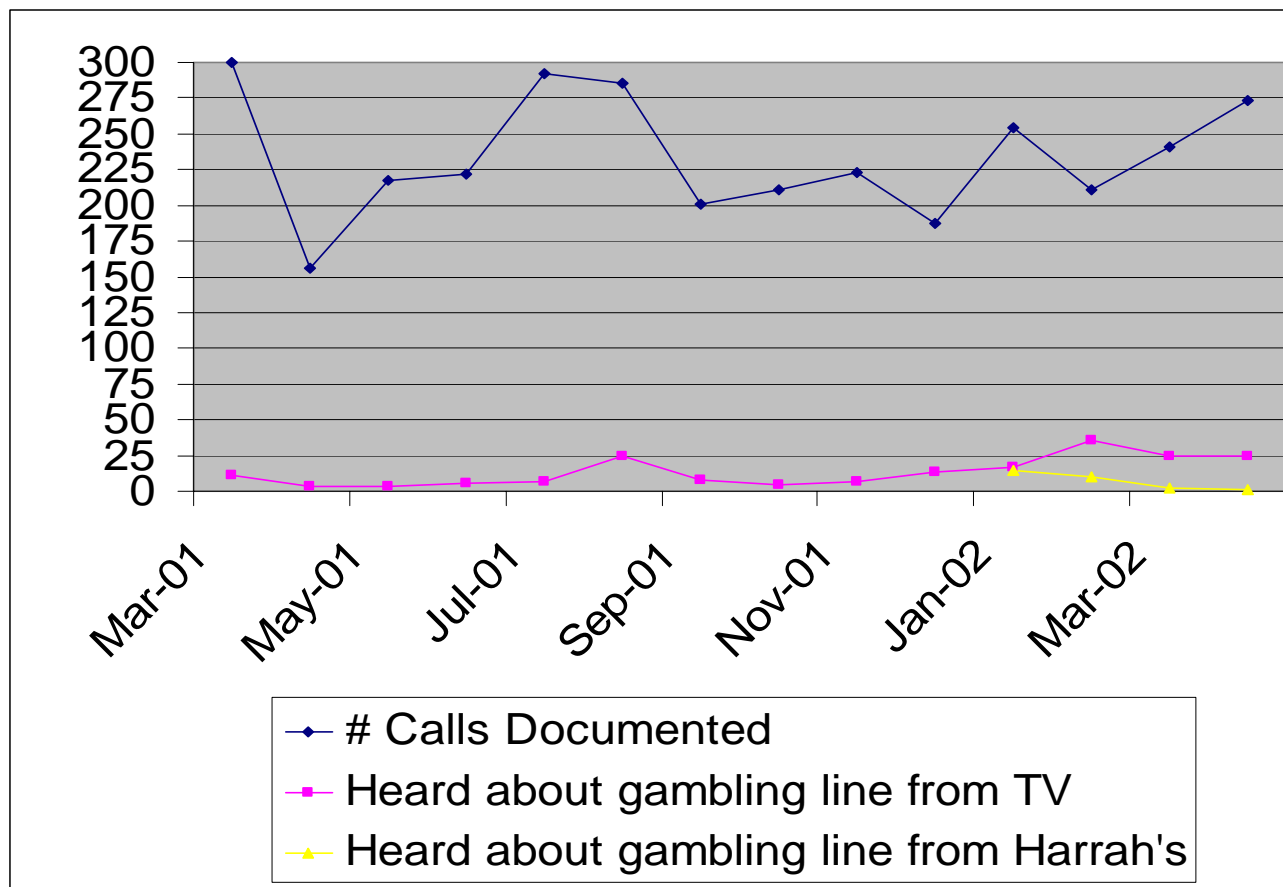
# Media Campaign Evaluation

- Pre and post telephone survey results
  - Respondents remembered the responsible gaming message
    - The number of respondents remembering the responsible gaming message increased from 4% to 47% after commercials were aired
    - Approximately 9 in 10 respondents who had seen the "Sometimes" ad stated that the message/main idea was "playing responsibly"
- People respond positively to corporate responsibility
  - The favorable ratings Harrah's St. Louis received as a company significantly increased after the ads were run



# Media Campaign Evaluation

- Ad campaign impact on Missouri helpline calls





## Continuing Efforts

- Responsible Gaming TV ad campaign
  - Gary Loveman “Sometimes”
  - Media campaign started running Wednesday, April 14<sup>th</sup>
  - Campaign extended to media markets in Missouri, Louisiana, Iowa, and Illinois
  - Campaign slated to run until June 22<sup>nd</sup>
  - Evaluation of results after campaign ends
- Responsible Gaming specific radio ads under development



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