

OREGON LOTTERY PROBLEM GAMBLING

Category: Creative Use of Media Submission (small budget)

Agency: Pollinate

Client: The Oregon Lottery

Category: Creative Use Of Media – Small Budget

PROBLEM GAMBLING AWARENESS

As part of their paid media efforts, the Oregon Lottery dedicates funding to support awareness of the Oregon Problem Gambling Resource (OPGR). This organization provides tools and resources to support those who may be struggling with gambling to identify and address these behaviors by connecting them with free, confidential help.



The Brief

CAMPAIGN GOAL:

- At any given time, 3-7% of Oregonians struggle with problems surrounding their gambling habits. This campaign encourages people to access free, confidential, and effective support and treatment.

CHALLENGE:

- Effectively and efficiently reaching Oregonians who struggle with disordered gambling, encouraging them to seek help, and following through.

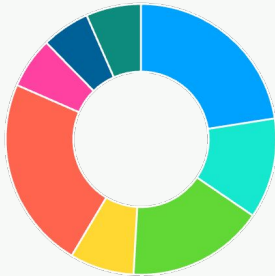
MEDIA OBJECTIVES:

- Support ad engagement and deliver qualified traffic to opgr.org and 1-877-MYLIMIT.
- Create focused awareness of the problem gambling message communicating that help is free, confidential and effective.

Approach

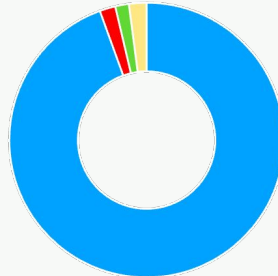
- Campaign optimizations and agency recommended UX changes led to a 3x increase in conversions (people who sought help)
- Tested a new message strategy, resulting in increased engagement and conversions
- Campaign generated 94% of overall site traffic
- Agency negotiated 698 PSA radio spots airing across the state at no cost (value \$10K+)

Problem Gambling Media Mix



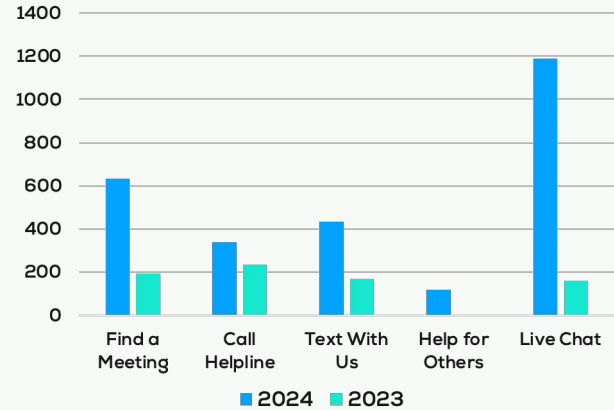
- Native
- Digital Display
- Digital Video
- Paid Social
- Rich Media
- Digital Audio
- Search
- Print

Media Attributed by Organic Site Traffic

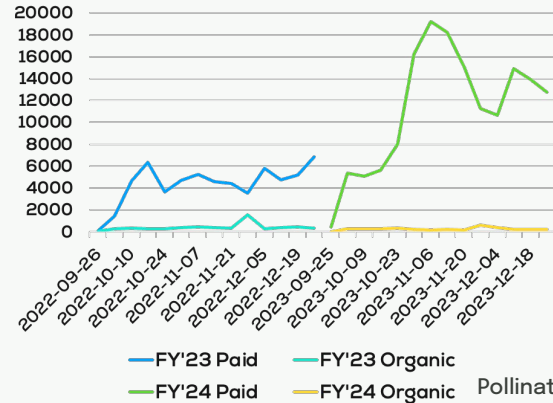


- Campaign
- Organic
- Referral
- Unassigned

Campaign Conversions YOY



Problem Gambling Site Sessions



Project Details

CONTEXT

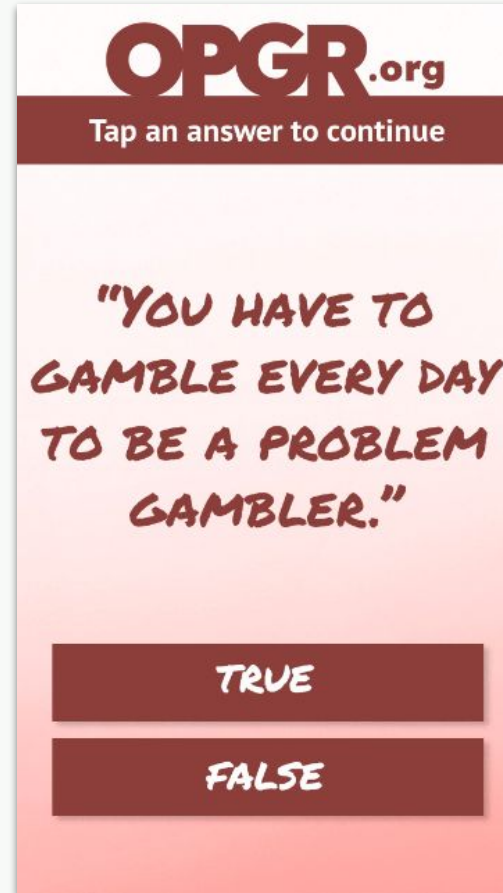
No regional context to note.

AI USAGE

AI was not utilized in the execution of this campaign.

TRIGGER WARNING

No trigger warnings.



Creative Examples



Click to view



Thank you.